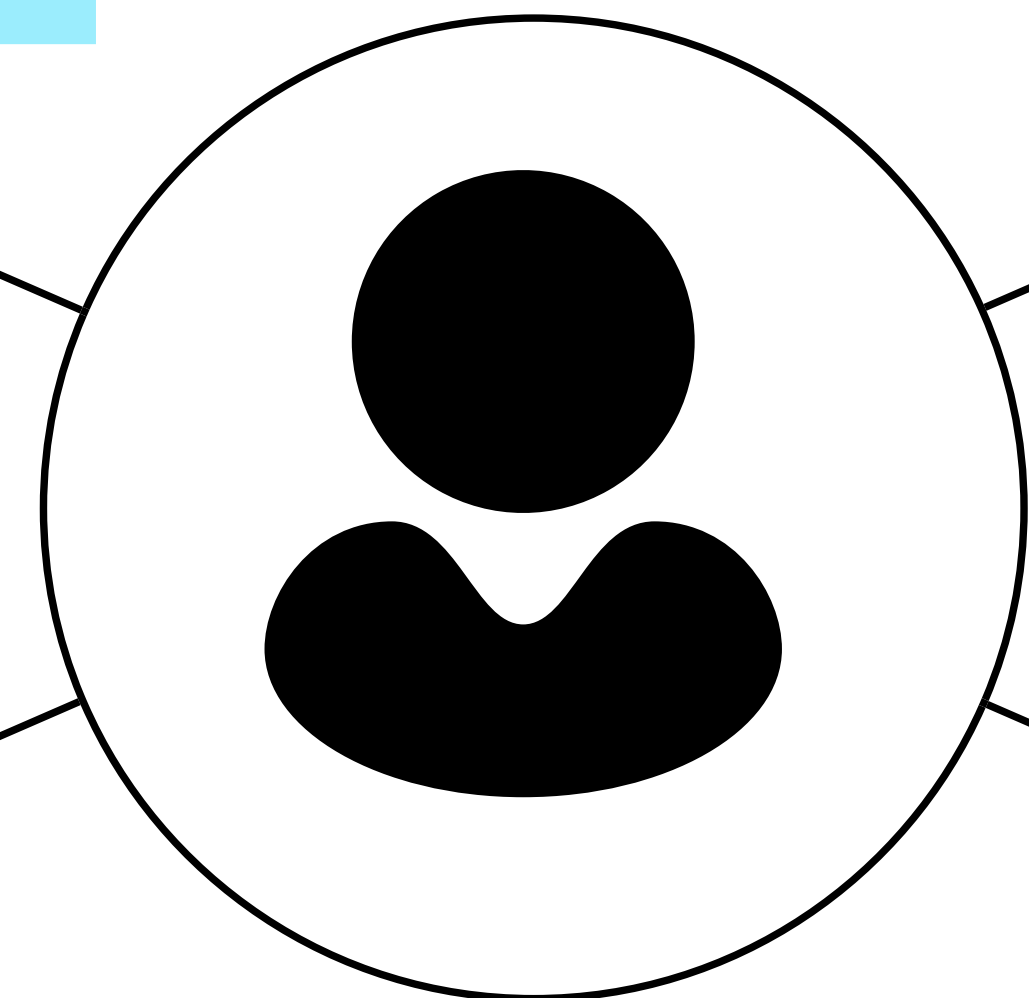


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Effects of
battery

Losses due
to over
speed

Favourable
roads

Effect of
unaware
traffic

Traffic
monitoring

Damaged
roads

Non-
adherence
to lane

Drunk &
drive

Enticing
messages
for drivers

Appropriate
Safety
precautions

Preventive
road safety
measures

Controlled
Traffic

Patience,
defensive
driving

Alertness

Strict
following of
traffic rules

Must
wearing of
Helmet &
seat belts

Respect for
the drivers

Self
Discipline

Mutual co-
operation
among the
drivers

Irregularity
of traffic

Leading
severely
destruction to
properties

Well designed
infrastructure

Proper
control over
traffic

Loss of life

Wet Rainy
roads

Unrepairable
damages of
body

Reduce the
complexity
of traffic

Proper
roads

Reduces
the
intensive
delay