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What do they
HEAR?
what friends say
what boss say
what influencers say

Adaptive
traffic signal
system in the
field

Traffic
signal
controller

Roadside
Equipment
unit

Traffic signal
system at a
(TMC)

At a red
light ?

What are
causes for
the road
accident ?

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

over
speeding
drunken
and drive

You must
stop and
wait for



Speed
limits on
state
highways

Road
infra
structure
&
Lighting

Traffic
light
board
direction

Allow redestrian
to cross first of
uncontrolled
zebra crossings

What do they
SEE?
environment
friends
what the market offers

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

DON'T
think that
you are the only
one who uses
the road

At 20mph you are
twice as near to hit
and kill a
pedestrian
that at 30mph

child seats
should be
properly
checked
every trip

always
keep a
two second or
imaginary two
car

PAIN
fears
frustrations
obstacles

Increased traffic
can increase
carbon emission
and other
pollution

Land use for
roads can
damage built
and natural
environment

impose
morality on
wildlife
if habitats are
severed

GAIN
“wants” / needs
measures of success
obstacles

Reduces
driving
risk

Improve
your
driving
skills

Accident
free
techniques