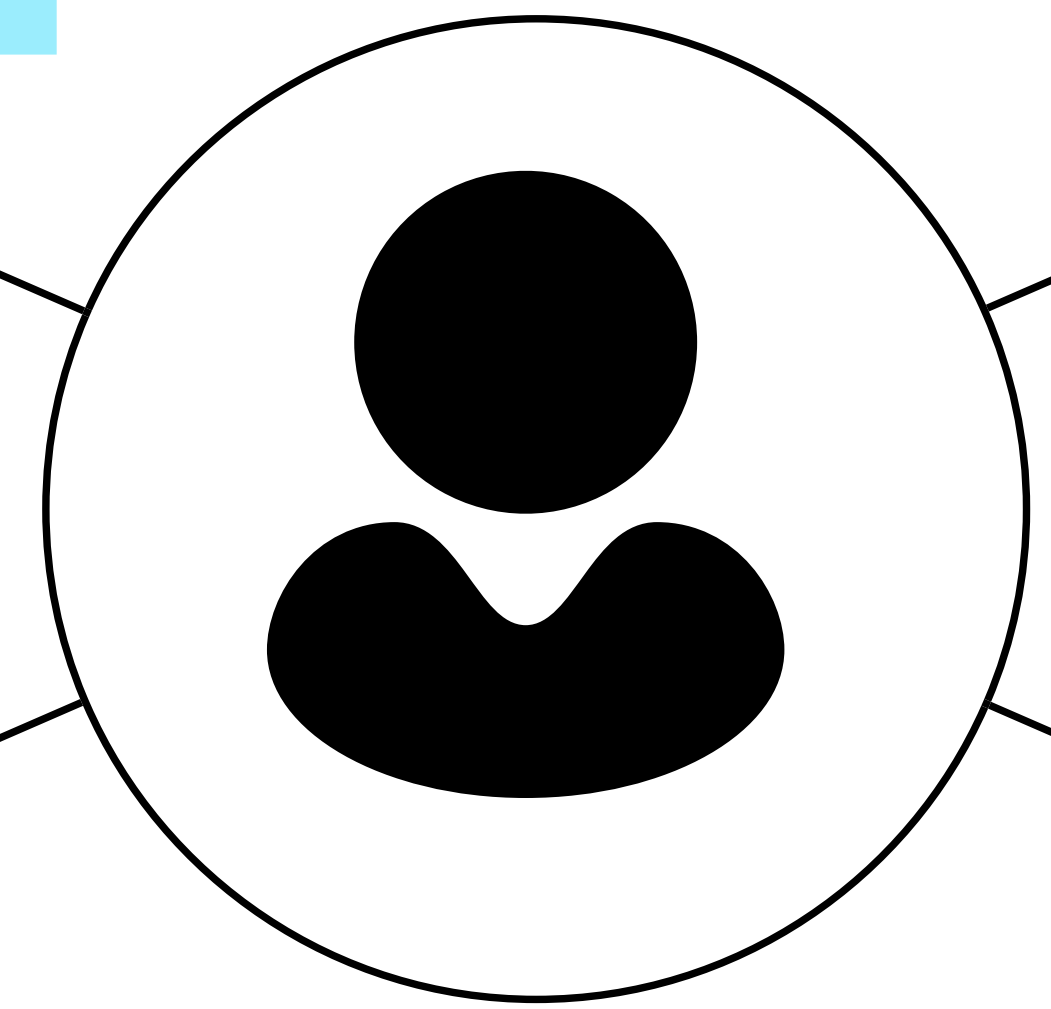


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

Alleged
collusion
and
corruption

Enforcement
cameras do
not
contribute to
safety

Crossing
speed limit
may
dangerous

Preventing
wrong way
crashes

Avoid
distraction
while
driving

Keep safe
distance

Follow
traffic
signals

Stop
accidents
before they
stop you

Avoid unsafe
tools,Obay
safety tools

People are
not aware of
road safety

Never stick
hands and
heads
outside the
vehicle

Never run on
busy roads
and crossing
time

Do not
drunk and
drive

Follow the
traffic rules

Routinely
wear helmet
and seat
belts

Respect
other drivers

Drink and
drive may
cause
accidents

Always use
sidewalk

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Unsafe road
infrastructure

Sensor
inaccuracy

Automated
traffic
signals

Highly
efficient of
all present
system

Installation
cost

Equipment
malfunction

Vehicle
speed
monitoring
cams

To prevent
from
accident