

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

**Better
Infrastructure**

**Wireless
connectivity**

**Protocol
and
software
design**

**Digitalized
Signals are
programmable**

**Telematics
and
Intelligent
technology**

**More
Job
Opportunities**

**Reduce
Road
Accidents**

**Environment
Friendly**

**Lessen
burden on
the
drivers**

**Smart
Transportation
Technologies**

**Future
Smart
Cities**

What do they HEAR?

what friends say
what boss say
what influencers say

**Yielding
greater
safety**

The 'wpa_supplicant' application handles the secure connection with different traffic signs

**Image
processing
and
recognition**

**Information
elements
exchanged**

**Wireless
digital
traffic sign
server**

PAIN

fears
frustrations
concerns

**Highly
dependent
on
Internet**

**Complex
System for
Maintainace**

**Preventing
Wrong-way
Crashes**

GAIN

"wants" / needs
measures of success
obstacles

**Combating
Poor
Visibility**

**Better Traffic
Management
and Safety**

**Increased
Cost
Efficiency**

**Security
and privacy
issues**

**Implementation
is
quite
complicated**