



What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

Driving Safely
in general
Wet Weather

Adverse
Weather
conditions
and safe
driving

Weather
sensor in
road safety
Will be easy

Human
labor will
be
Optimized

Sensors will
monitors the
Climate and
collect the
data

Intelligent
transportation
system(ITS)
offer significant
to save lives

What do they **SEE?**

environment
friends
what the market offers

The rate of
Accident will
be reduced

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

Can it give
the accurate
result in
Detection

Can it
detect the
Weather
condition

Can it notify
when the
climate is
change

Whether it is
suitable for
every kind of
weather

Most of the
Accidents
occurs due to
over bad
Weather

Road Safety
will managed
by
IOT&AI

What do they **HEAR?**

what friends say
what boss say
what influencers say

Weather
Condition will
be Monitored
regularly

PAIN

fears
frustrations
obstacles

Bad
weather
condition

High
Installation
Costs

Hard to
Maintenance

user
Friendly

GAIN

"wants" / needs
measures of success
obstacles

Check
weather
condition
automaticaly

Easy to
Access