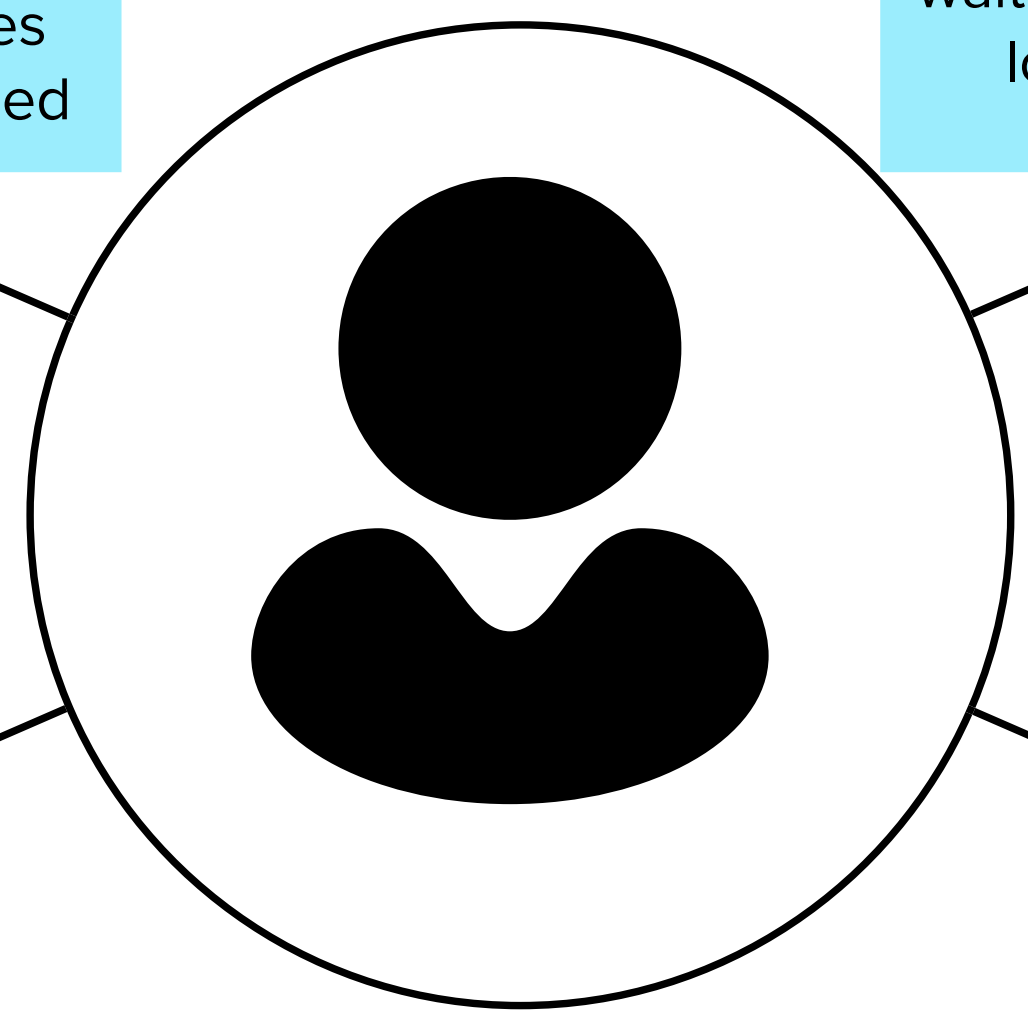


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Do I need to wait longer along this way

Does my speed meet the road condition

Whether one could reach in time

Am I safe while driving

Am I waiting too long

How are life saving vehicles prioritized

What do they
HEAR?

what friends say
what boss say
what influencers say

Life at risk

Can't be on time

Higher cost of recovery

What do they
SEE?

environment
friends
what the market offers

Environmental damage

Unnecessary accidents

Monetary loss due to time delay

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Delay on roads can be minimized

Optimal usage of resources

Saving lives

Relaxed and hustle free drive

PAIN

fears
frustrations
obstacles

Inefficient usage of resources

Affecting mental stability

Poor vehicle safety

GAIN

"wants" / needs
measures of success
obstacles

Prioritizing life saving vehicles

Safety of public properties

Time saving