

What Do They
Think and Feel?

Why this is so
hard?

Better road
connectivity

Do more
research

What Do They
Hear?

Product
developm
ent

Learning
and design

Better
outcome

What Do They
See?

Time
management

Uncertainty

Using digital
boards

What Do They
Say and Do?

Speed
limits are
not...

Non
cordinated
way of traffic
signals

No automatic
diversion
system