

## Empathy map

SIGNS WITH
SMART
CONNECTIVIT
Y FOR BETTER
ROAD SAFETY

**Thinks** Says What have we heard them say? What are their wants, needs, hopes, and dreams? What other thoughts What can we magine them saying? might influence their behavior? To get help the city trend CONCONSISSION OF THE CONCONSIS for Better Road Safety Good Continue work Where it is should be a traffic light Service cost **Feels Does** What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?





