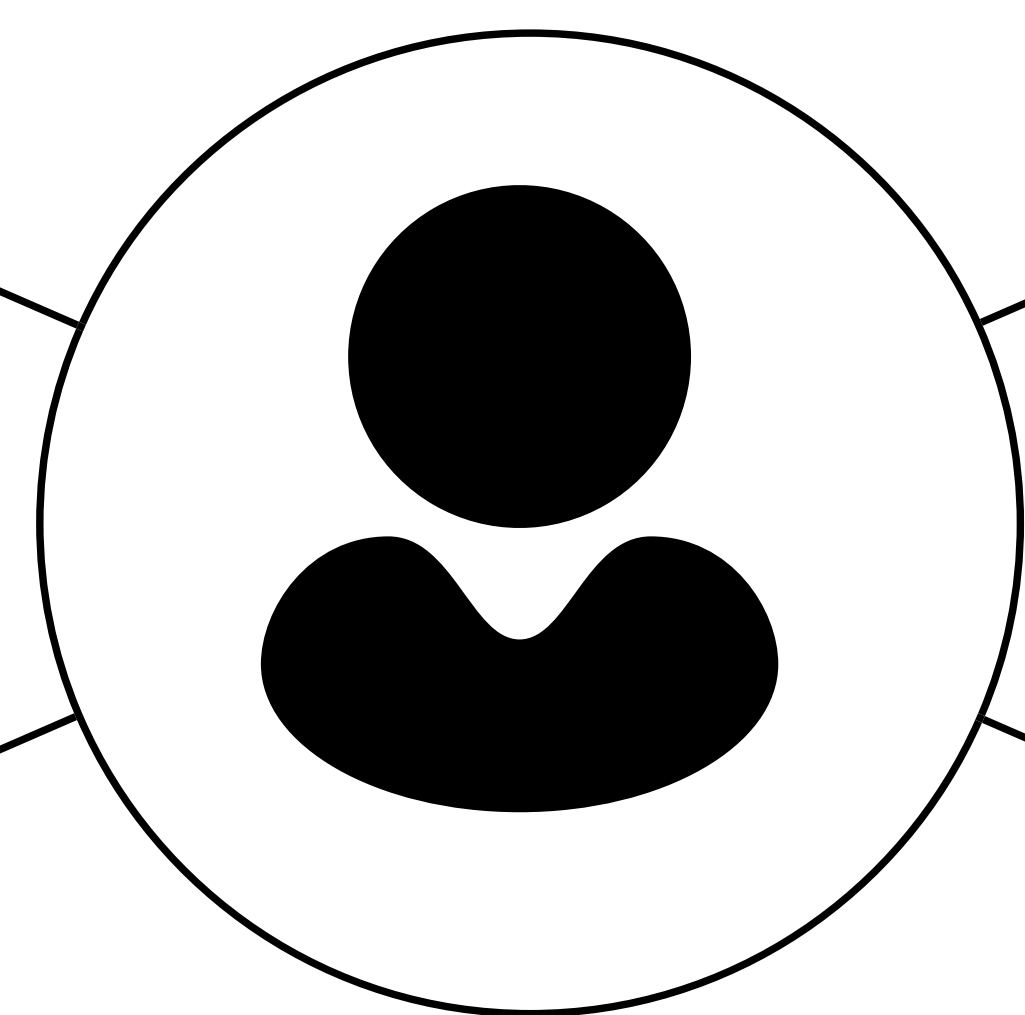


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Is it reliable?
- is it suitable to all roads?
- why this project is important for roads

What do they
HEAR?

what friends say
what boss say
what influencers say

- The system will increase the road safety
- The driver can not break the rules
- Can it be accurate for road safety

What do they
SEE?

environment
friends
what the market offers

- Will it be useful in realtime?
- will it be indicates road safety problems?
- It provides safe journey

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- solution for the accident
- it will reduce the human error
- reduce the traffic

PAIN

fears
frustrations
obstacles

- Human error is unavoidable
- bugs can be painful
- network reliability is a concern

GAIN

"wants" / needs
measures of success
obstacles

- reduce accidents
- safe roads
- safe traffic system