

what does (s)he

# THINK & FEEL?

What really counts  
Major preoccupations  
Worries & aspirations

The importance of road safety is lost on those who do not use the zebra crossing to cross a road

In most of the cars crashes occurs due to lack of road safety awareness of the road user 🚗🚗

Every state government has enacted certain road laws to protect its citizens

Every year road crashes result in loss of lakhs of lives and serious injuries to crores of people.

Design for monitoring driver activities and creating awareness among the public👤

Be obedient to all the traffic signals&traffic rules 🚦🚦🚦



## New Traffic Rules



what does (s)he

## SEE?

Environment  
Friends  
What the market offers

Unsafe road design increases the risk for all road users - 🚧🚧🚧

Multiple sensors can be embedded on the driver or in the vicinity of the driver to capture vital signs indicating the onset of drowsiness

what does (s)he

## SAY & DO?

Attitude in public  
Appearance  
Behaviour towards others

The problem of driving behaviour analysis has been studied from a new point of view

what does (s)he

## HEAR?

What friends say  
What the boss says  
What influencers say



Should avoid consuming alcohol and then driving 🚗❌

Avoid the drowsiness while driving 🚗

## PAINS

frustrations  
obstacles

Increased traffic can increase carbon emissions and other pollution

Accident can occur by using mobile phone while driving and while crossing the road



It used to study,analyse, predict and understanding a large variety of problem

It almost real time data provide information about the vehicle, the driver and surrounding environment

## GAINS

"wants"/needs  
measures of success  
obstacles

