

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?

Every one

Accident
prone areas

will it
withstand
any weather
condition

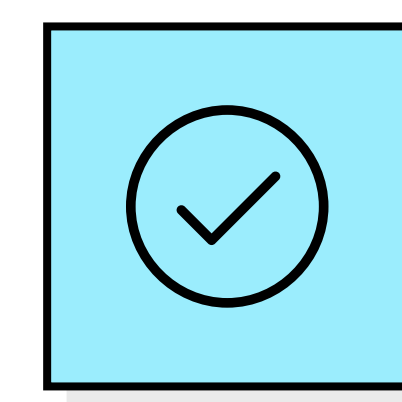


What do they HEAR?

from friends?
from colleagues?
second-hand?

How much
does it cost

Is it worthy



What do they DO?

What behavior have we observed?
What can we imagine them doing?

Potential to
improve our
way of life

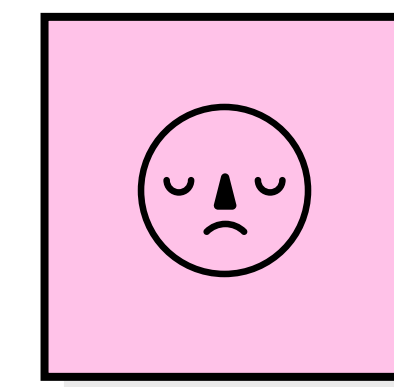
Positive
impact

GOAL

What do they THINK and FEEL?

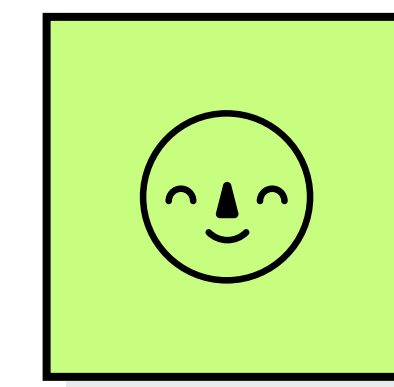
PAINS

What are their fears,
frustrations, and anxieties?



Increased
cost
efficiency

Combating
poor
visibility



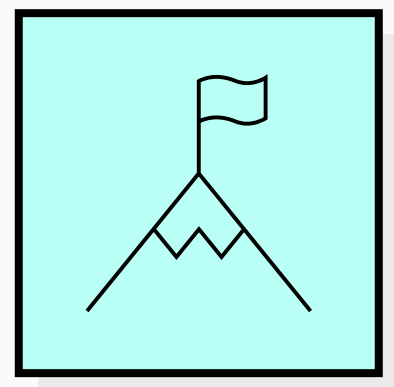
GAINS

What are their wants,
needs, hopes, and dreams?

Better traffic
management

Safety through
refined
telematics and
intelligent
technology

What do they need to DO?

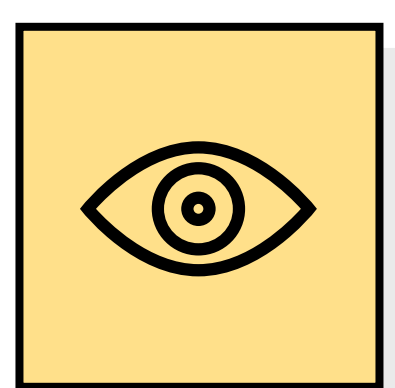


Improving
our lives
with Smart
Road Signs

User
friendly

Wireless
digital
traffic sign
post

Signs are
technologically
advanced with
graphics and
text



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?