

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Thinks some of
the road sign's
are not
understandable

Thinks of
someone would
take an initiative
to follow the
rules

Tree
branches
covering road
should be
removed

What do they SEE?

environment
friends
what the market offers

Service
quality in the
tourism
industry

To increase the
visibility to road
user from
obstructed road
design

Not everyone
is following
the sign's on
road and
driving

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Useful for
children's and
begginers
while driving
on roads

Need safety
education on
road safety
and signs

There should be
more safety
education about
road safety

Driver awarness
of road safety
conditions
should be
improved

There should
be several
opportunities to
expand the
safety analysis

Thinks of
having road
safety
education.

What do they HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

During signal
breakdown
there may occur
a serious
difficulty

Reach their
destinations
safely

GAIN

"wants" / needs
measures of success
obstacles

signals give
accurate results
as comparied to
traffic police
control

Interactions
can be easily
during the
night time

Leads to
Accident

Affects
public while
driving fastly