



PAIN

fears
frustrations
obstacles

- Increase in the less-adequate roads to avoid traffic signs
- Failure of signal due to electric power failure or any other cause confusion to road users
- Drivers will feel frustrated when there will be incompatible speed limit on the sign board.
- Excessive delay to vehicle may caused in off peak hour.

GAIN

"wants" / needs
measures of success
obstacles

- The vehicles going through the traffic areas are diverted to other road.
- Opportunity to save lives through static sign boards
- Device monitored by every moment and accident should identified easily
- Not only speed limits but also the directions will be shown.