

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Life safety

False state of
mind about loss
of any body
parts or even
death by
accidents

Difficult to cross
the lanes in
highways
because of
speeding
vehicles

What do they HEAR?

what friends say
what boss say
what influencers say

Taking diversion
for long time,
results in waste of
time so friends
suggest to choose
shortest path

Don't give
reason as
struck in
traffic for
being late

They say don't
follow rules if
you caught I
will handle it



More air
pollution and
noise
pollution due
to traffic

Due to Fog
and Rain path
won't be
properly
visible

This Road has
many Pits,traffic
congestion
choose
alternative path

What do they SEE?

environment
friends
what the market offers

ABS(Antilocking
Brake System)
in vehicles for
Wet Roads

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Holding
horn for
too long

Police ask to
wear Helmet
but they
won't wear it

Doing wheeling,
drift,
Rash driving not
following rules
properly

Leaving way to
the ambulance
at emergency
situation

PAIN

fears
frustrations
obstacles

speed breakers
warning signs
,turnings with
no sir

Accidents by
speeding of
vehicles

Irritation due
to long time
traffic struck

One traffic police
per traffic signal
makes him/her
difficult to control
the traffic

Traffic
congestion

GAIN

"wants" / needs
measures of success
obstacles

Will get the
updates with
the traffic
situations

Friendly
access to
quality
transportation
services

Reduce wastage
of time and fuel
by traffic
congestion
control

road users to
choose the
best
alternative
routes

Provide public
safety by
decreasing
road accidents