



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

safe  
driving

keep  
drivers  
warned

trustable  
sensor  
signs

climate  
change  
warning

collison  
avoid  
between  
vehicles

seeing  
through  
gps  
notification

## What do they HEAR?

what friends say  
what boss say  
what influencers say

reduce  
risk and  
deaths

knowledge  
about  
roads that  
dont know

show signs  
earlier to  
avoid  
collision

## What do they SEE?

environment  
friends  
what the market offers

situation  
control  
and  
monitering

suggest  
drivers to  
safety

visible  
instruction  
through  
signs

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

movement  
of vehicles  
to be  
analysed

reduce  
traffics

data  
acquisition

continous  
monitering

## PAIN

fears  
frustrations  
obstacles

losing of  
life  
forms

fear of  
driving faster  
due to speed  
limitations

## GAIN

"wants" / needs  
measures of success  
obstacles

be on time  
without  
collisions

reduces  
risks and  
deaths