



Says

What have we heard them say?  
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



people feels  
bad about  
traffic jams

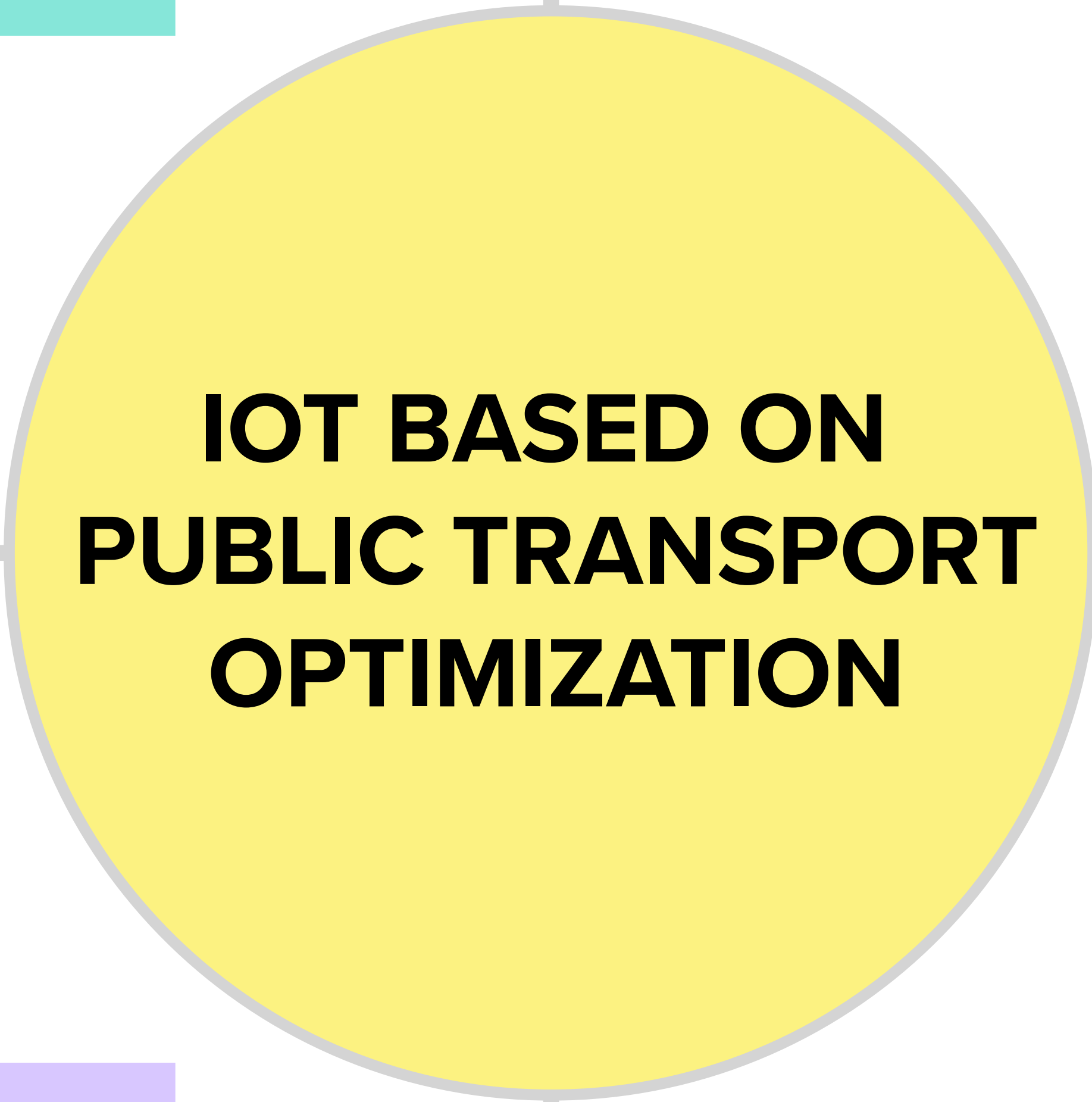
predicting  
maintenance  
need before  
breakdown  
occur

people says  
they need the  
proper road  
for drive  
vehicle

people says  
traffic signals  
are used for  
their safety

increasing to  
travel  
passenger  
comfort and  
safety

optimize  
traffic flow  
for buses  
and trams



traffic signals  
are used to  
manage the  
traffic  
congestion

to maintain  
lamp post  
and road  
properly

public  
transport  
should be  
affordable

we should  
follow traffic  
safety and  
road  
management

people feels  
and avoid  
traffic jams  
during peak  
hours

people feels  
very bad  
about  
accident



Does

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

Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

