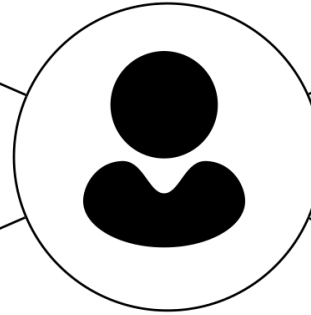


## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



Relief from  
Diversions

Escape  
from Traffic

Trustable  
and  
Convinient

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Able to  
adapt with  
weather

Self Intelligent  
and Accurate  
Results

User  
friendly

Proper  
maintenance

Advancement  
of Technology

Safe Travel  
for any  
diversions

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Time  
Consuming

Expects this  
facility  
everywhere

More  
Dependent  
on Science

## PAIN

fears  
frustrations  
obstacles

Instant change  
in Sign Boards  
After making  
Decisions

Rapid change  
in Climate  
results in  
Inaccuracy

Improper  
communication  
between Traffic  
management  
and Our team

## GAIN

"wants" / needs  
measures of success  
obstacles

Air is less  
polluted

No need for  
any Manual  
operations

Well  
Maintained