

what does (s)he

## THINK & FEEL?

What really counts  
Major preoccupations  
Worries & aspirations

*In our busy  
life ,we are  
all forced to  
drive fast*

*The speeding of  
the vehicle  
around the  
school campus  
is frightening  
for the parents*

*Unexpected  
losses due  
to  
carelessness*

**Environment  
says:**  
*Your project  
is not a lab  
experiment*

*It should be  
create a  
impact in  
society*

what does (s)he

## SEE?

Environment  
Friends  
What the market offers

what does (s)he

## SAY & DO?

Attitude in public  
Appearance  
Behaviour towards others

*We going to  
fix the sensor  
in school  
campus and  
vehicle*

*The sensor  
control the  
speed limit*

*The speed is  
maintained until  
the vehicle cross  
the defined  
distance*



what does (s)he

## HEAR?

What friends say  
What the boss says  
What influencers say



*It should be  
beneficial  
for everyone*

*Influencer  
speak  
through  
successful  
work:*

*It should not  
be useful for  
only your  
self*

## PAINS

fears  
frustrations  
obstacles  
  
This is a title...

*It needs  
availability of  
internet  
connection  
continuously*

*Difficult  
process for  
getting  
approval*

*To decrease  
the count of  
accident  
around the  
school zone*

*Fearless  
Status of  
parents*

## GAINS

"wants"/needs  
measures of success  
obstacles

