



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?

Dreams: Their long-term vision may include sustainable and eco-friendly transportation solutions, as well as optimized traffic flow.

Wants: Toll collection operators want a well-functioning, efficient system that generates revenue and minimizes fraud or evasion.

Hopes: They hope to optimize their operational efficiency, reduce costs, and improve customer service.

reams: Operators may dream of expanding their operations to more locations and achieving higher profitability.

Hopes: Road users hope for reduced toll fees, improved road conditions, and less traffic congestion.

Dreams: Their dreams might involve entirely automated toll collection systems, leading to seamless travel experiences.

Needs: They need to ensure the safety and quality of the roads while managing budgets and infrastructure development.

Needs: They need a safe and well-maintained road infrastructure, as well as easy and secure payment options.

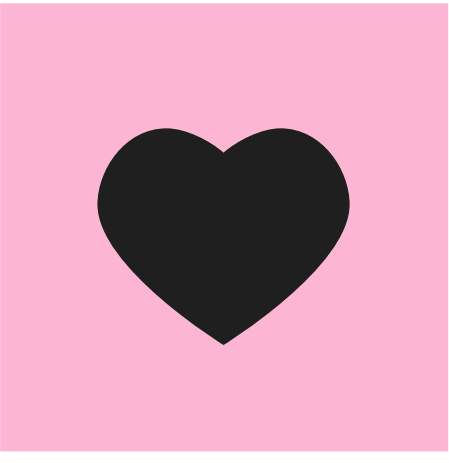
Wants: Government agencies want a reliable source of revenue for road maintenance and improvement projects.

Hopes: They hope to reduce congestion, emissions, and accidents through effective toll collection and intelligent transportation systems.



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?