



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 says"its
helps ease the
intensity of traffic
jams during peak
hours

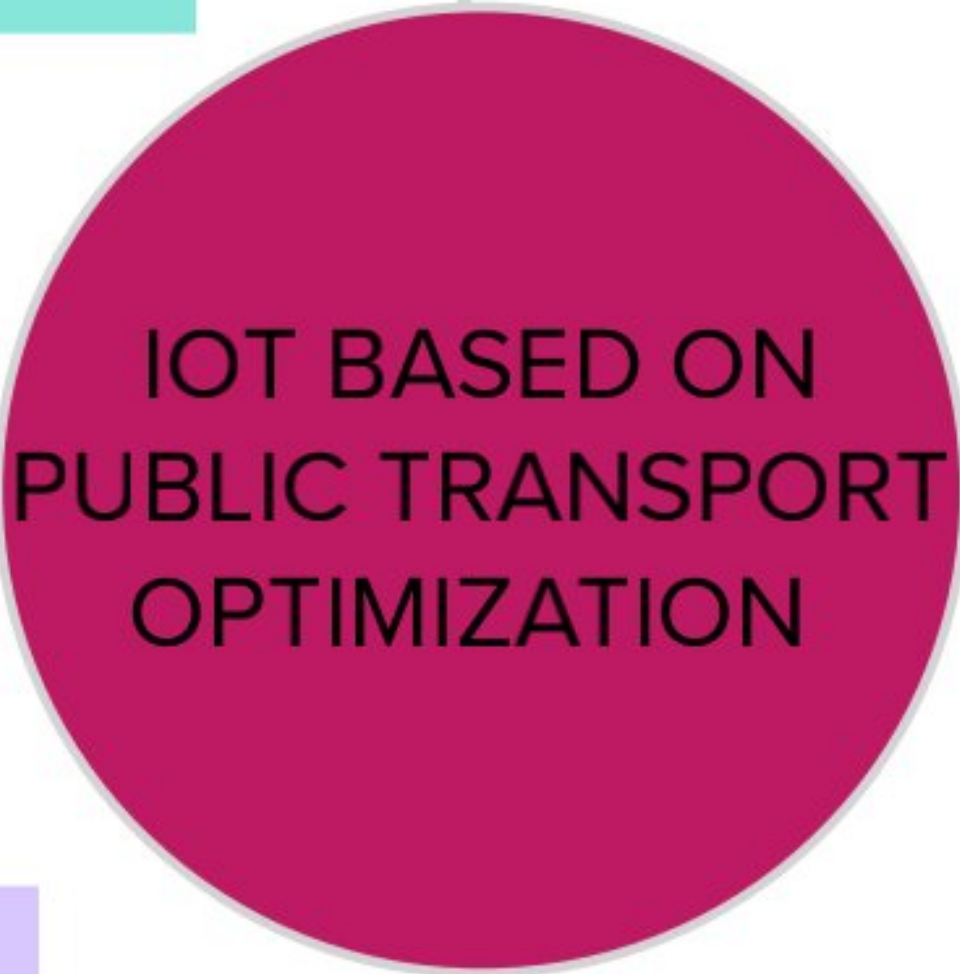
security
,monitoring,
smart lamp
post

increasing to
travel
passenger
comfort and
safety

people feel
very bad
about traffic
jams

people says
want proper
traffic rules

accessibility
of public
transport



to follow
traffic safety
rules and
road
managment

help cities
reduced
traffic
congestion

people feels
very bad for
often
accident

should
maintenace
lamp post
properly

public
transport
should be
affordable

people feel
avoid traffic
jams during
peak hours



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?

See an example