

Traffic



Situation:

Most people are traveling (almost) everyday, they go by car, bus, bicycle, ...

Target Group:

Everyone traveling in some way

Setting:

Crowded city streets, or even small country tracks

Themes:

- Navigation
- Communication
- Speed?!
- Automation of steps
- Control of e.g. in car devices

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Many people travel day by day in different ways and always get into the same problems. They try to navigate through crowded streets, feel the need to communicate on long trips (or while stuck in a traffic jam) and maybe find it problematic to tune the audio signal of their car stereo when trying to simultaneously move a vehicle on the street. But traffic does not always have to trouble one. If going by car, bus, or traveling with a bicycle there are always ways to make life easier.

Notes:

