

Example:

Actions and Reasons

Driver distraction actions	Profile/Reasons for Actions
<p>Putting on lipstick</p>	<ul style="list-style-type: none"> • Single mother of four kids, 45 years old • Works as a Medical Secretary • Woke up late • Had to make breakfast for kids • Had to make lunches for kids • Had to shower and get ready for work • In a rush to get to kids to school before going to work • Feels time can be saved by applying make-up while driving kids to school
<p>Chatting with passengers</p>	<ul style="list-style-type: none"> • Both working parents • Have three children • Only time family together seems to be when driving kids to school before going to work • Family perceive time traveling in car as “family conversation time” • Father and mother making plans for dinner with children • Children tells parents of plans for any after school activities • Children discussing homework, and asking parents to clarify difficulties • Family takes the opportunity to catching up on gossip/ news of the previous day/ evening • Children discussing music playing on the radio