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ANNEXURES

Annexure 1: Summary of literature referred

KEY AREAS	RESEARCH CONSIDERATIONS	REFERENCE LITERATURE TITLE	AUTHOR	YEAR	FACTORS CONSIDERED
Physical Factors	01 Hazard survey	Evaluation of validity of two research methods for studying perception of road signs	Ann Arbor, Michigan state University	1985	<ol style="list-style-type: none"> 1. Described the road characteristics including road geometry, operations, environment and driver behavior related to accidents 2. identified geometry elements common to all sites/areas 3. identified the locations of above elements in entire road system 4. classify the locations of above geometric elements as hazardous 5. developed road designs or criteria to reduce hazards.
	02 Roadscape research elements	Evaluation of validity of two research methods for studying perception of road signs	Ann Arbor, Michigan state University	1985	<ol style="list-style-type: none"> 1. Visibility of individual physical factors, the hierarchy of perceived elements or visual complexity of what is seen 2. identified the relationship between colors in signs and detectability is typical of research on individual factors
Behavior study	01 Eye movement patterns	An evaluation of diagrammatic signing using time laps photography	Hanscom F. R	1973	<ol style="list-style-type: none"> 1. studied the eye movement patterns during the driving experience 2. identified how they respond to the particular colors, lights and figures along the roadway and roadside
Psychological considerations	01 User factors considerations - perceptual issues	Autoroads research report: Impact of roadside advertising on road safety	Paul R. K. B	2013	1. Automatic capture attention & Attentional biases
		Contemporary ergonomics: Route guidance systems: a comparison of methods of presenting directional information to the driver, in Lovesey	Parks A.	1990	2. Limited capacity of attention
	User factors considerations - Described Nature of attention	The impact of driver inattention on near –cash/cash risk: an analysis using the 100 car naturalistic driving study data report	Klauer S.D	2006	1. Eyes off road
		Age differences in visual search for traffic signs during a simulated conversation: Human factors	McPhee L.S	2004	2. Visual clutter