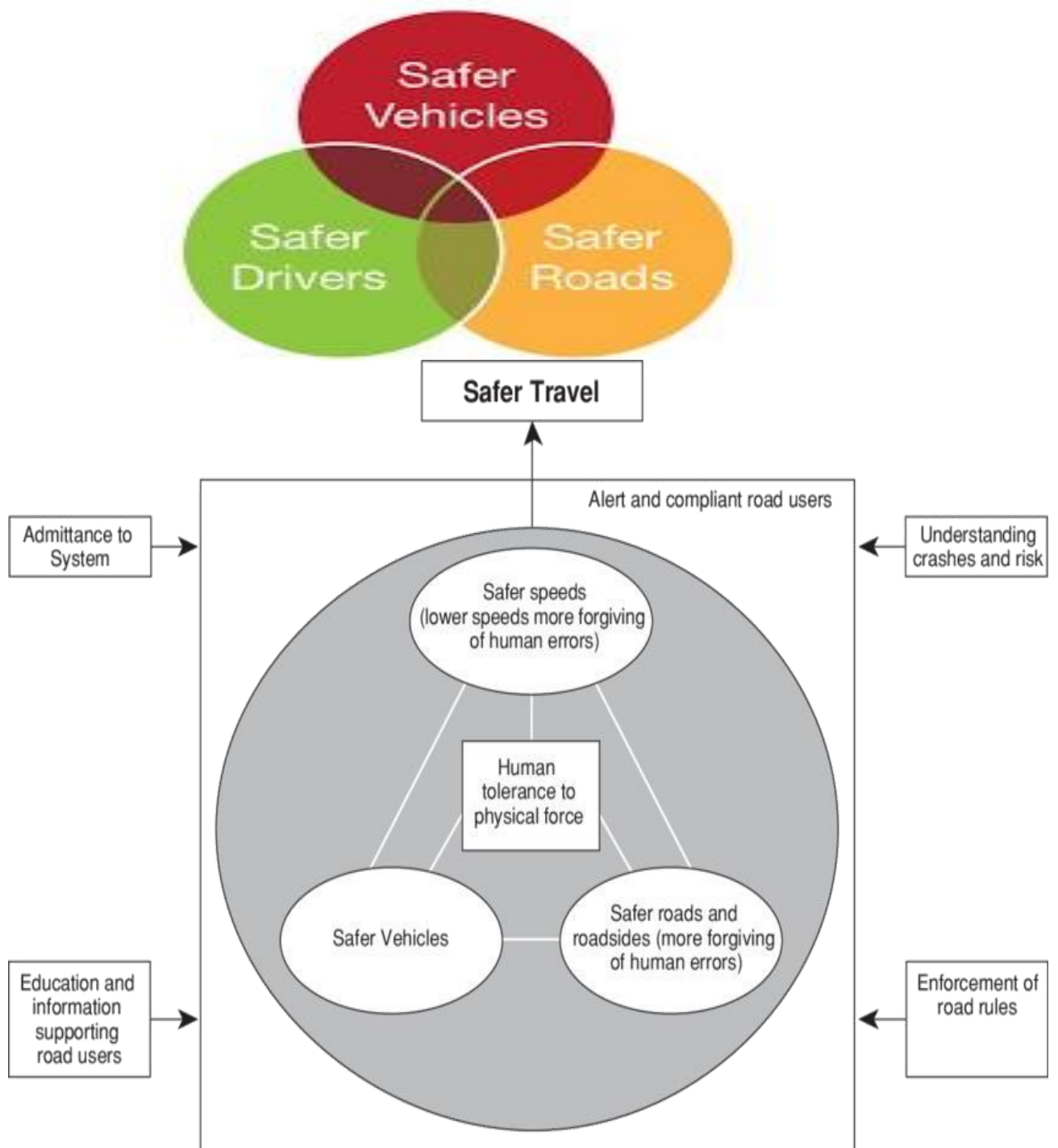


Ideation Phase
Empathize & Discover

Date	12October 2022
Team ID	PNT2022TMID42177
Project Name	Signs with Smart Connectivity for Better Road Safety

Empathy Map:



Important Traffic Rules To Follow To Ensure Safety While Driving

□ Always wear a seatbelt.

- Avoid distractions.
- Do not cross the speed limits.
- Service your car regularly.
- Follow traffic signals.
- Maintain lane discipline.
- Be careful during bad weather.
- Maintain a safe distance.

Using new technology such as **smart traffic light and traffic control systems, artificial intelligence, the use of telematics and automotive technology** can contribute to prevent and reduce the number of road related accidents and improve road safety.