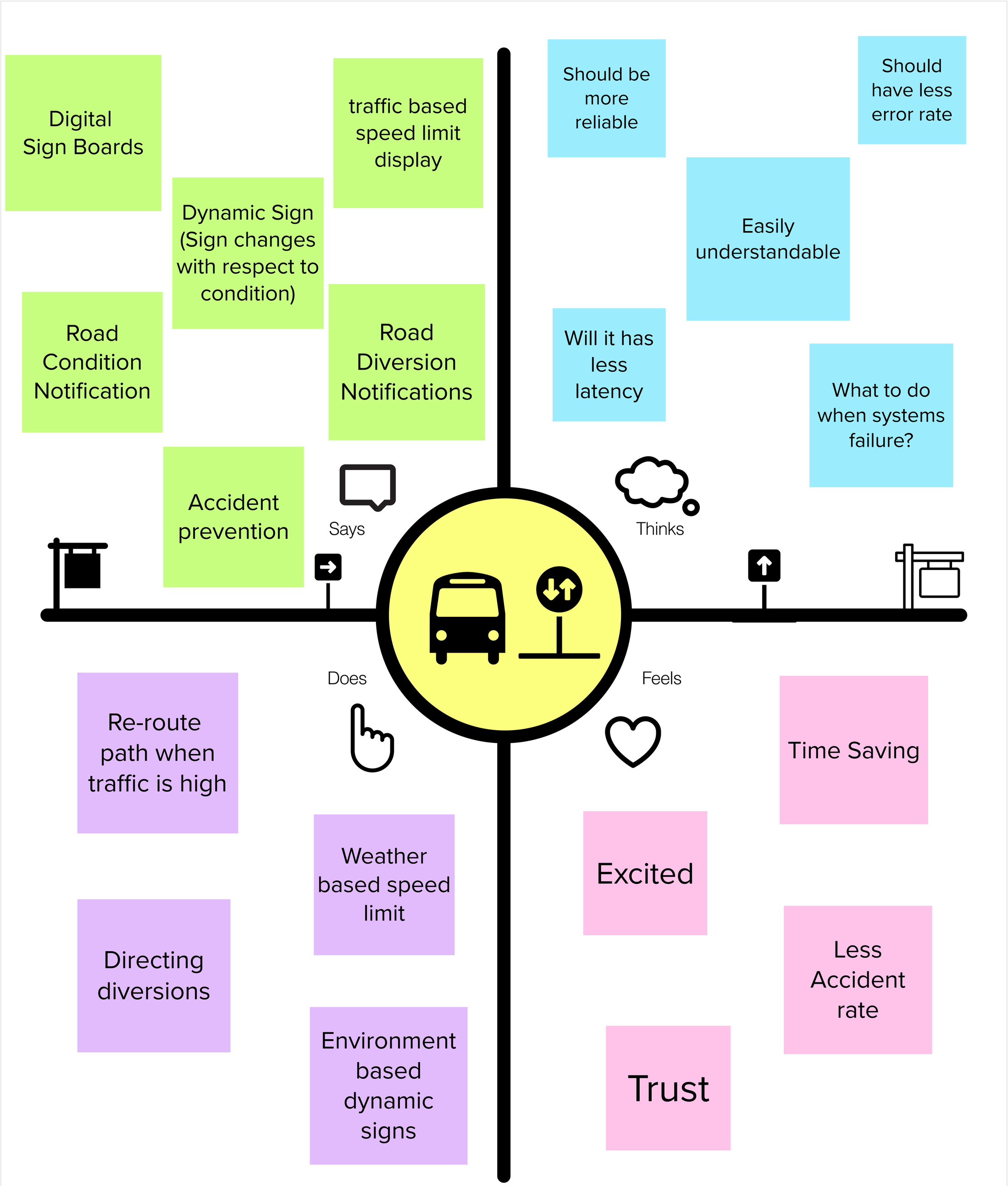
Empathy Map


Digital Sign Boards
traffic based speed limit display
Dynamic Sign (Sign changes with respect to condition)
Road Condition Notification
Road Diversion Notifications
Accident prevention
Says
Should be more reliable
Should have less error rate
Easily understandable
Will it has less latency
What to do when systems failure?
Thinks
Does
Re-route path when traffic is high
Weather based speed limit
Directing diversions
Environment based dynamic signs
Feels
Time Saving
Excited
Less Accident rate
Trust