 **Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 19 September 2022 |
| Team ID | PNT2022TMID23663 |
| Project Name | Project – Signs with Smart Connectivity for better road safety |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user’s perspective along with his or her goals and challenges.



**Creating Sustainable Environment**

**Better Road safety**

**Reduce Accident**

**Difficulties to implement in business area**

**Pre- Training is required**

**Lack of Social Control**

**Data of road accident, road diversion, can be stored in cloud.**

**Use Indication light in very dangerous area**

**Using smart connectivity reduce accident.**

**Failure to adequate distance between vehicle**

**Maximum protection**

**Reduce Road Crashes**

**Less maintenance**

**With advance technology graphics and text that drivers can see clearly.**

**Accident free techniques.**

Signs with Smart Connectivity for Better Road Safety

**Smart road technology can assist in optimizing traffic flow and managing road conditions, creating a more sustainable environment within cities.**

**GPS can be attached with the traffic control**

**Using Traffic Lights**

**Multimodal sensors and edge computing help speed up the flow of traffic with real-time processing, reducing congestion and emissions**

**If there is rainfall then the roads will be slippery and the speed limit would be decreased.**

**Digital sign boards on which the signs can be changed dynamically.**

**Ensure Safety of People**

**It's convenience?**