

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID08255
Project Name	Project - signs with smart connectivity for better road safety
Maximum Marks	4 Marks

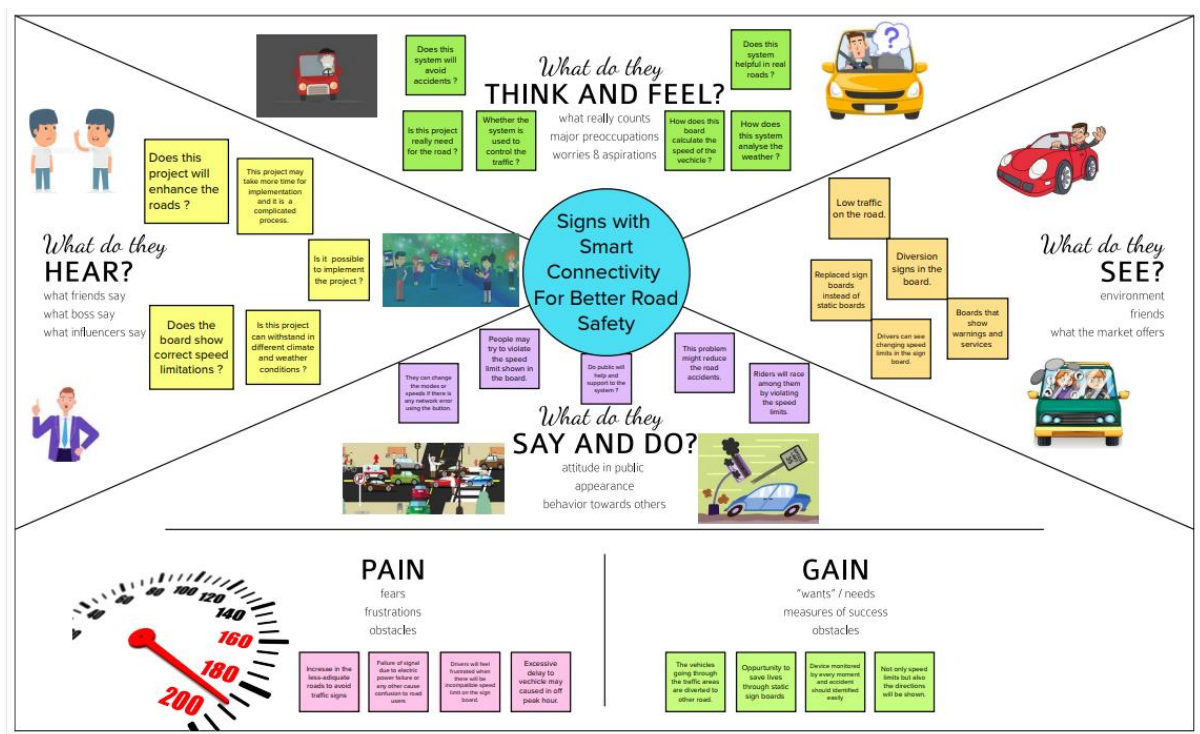
Empathy Map Canvas:

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 help 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.

Example:



Signs with Smart Connectivity For Better Road Safety

What do they THINK AND FEEL?
 what really counts
 major preoccupations
 worries & aspirations

- Does this system help in real roads?
- Does this system will avoid accidents?
- Whether the system is used to control the traffic?
- How does this system calculate the speed of the vehicle?
- How does this system analyse the weather?
- Does this project will enhance the roads?
- This project may take more time for implementation and it is a complicated process.
- Is it possible to implement the project?
- Does the board show correct speed limitations?
- Is this project can withstand in different climate and weather conditions?

What do they SAY AND DO?
 attitude in public
 appearance
 behavior towards others

- People may try to violate the speed limit shown in the board.
- They can change the modes or - possibly - there is using the button.
- The problem might reduce the road accidents.
- Riders will race among them by exceeding the speed limits.
- Low traffic on the road.
- Diversion signs in the board.
- Replaced sign boards instead of static boards.
- Boards that show warnings and services.
- Drivers can see changing trend in the sign board.

PAIN
 fears
 frustrations
 obstacles

- Increase in the less adequate roads to avoid traffic signs.
- Failure of signal due to vehicle inoperative speed limit or off peak hours.
- Excessive delay in traffic through the traffic areas or divided to other road.
- Opportunity to save time through static sign boards.
- Service maintained for even recent and existing roads identified easily.
- Not only speed limits but also the directions will be shown.

GAIN
 "wants" / needs
 measures of success
 obstacles

- Excessive delay in traffic through the traffic areas or divided to other road.
- Opportunity to save time through static sign boards.
- Service maintained for even recent and existing roads identified easily.
- Not only speed limits but also the directions will be shown.