



NALAYATHIRAN

TEAM NAME : DYNAMITE

TEAM ID : PNT2022TMID49499



PROBLEM STATEMENT

Title: Signs with Smart connectivity for better road safety

- In present Systems the road signs and the speed limits are Static.
- In Some cases due to heavy traffic or accidents then we can change the road signs accordingly if they are digitalized.
- if there is rainfall then the roads will be slippery and the speed limit would be decreased then sign are changed dynamically.

Persona & Context(Empathy map)



Durai



Name & Sketch



Behaviour & Action

Generating leads, Exceeding sales goals. Negotiating prospective clients.

Sell products, communicate with customers

Demographic & Psychographic Details



Age: 28

Location: Madurai

Income: middle Income

He is hard worker

Needs & Pain point



Giving sales presentations to a range of prospective clients.

weather monitor connect to signboard helpsto forecasting that leads to take diversion indication

services to clients and negotiate contracts with the aim of maximising profits

Needs correct digital signboard for better road safety indication to sell products

TEAM LEAD

- Vijaya Siva M (923819104058)

TEAM MEMBERS

- Shanmugasundaram P(923819104042)
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