**SCENARIO** Signs with Smart **Connectivity for Better Road Safety** typically experience? Interactions

This is a title...

## **Entice**

How does someone initially become aware of this process?



## Enter

What do people experience as they begin the process?



# Engage

In the core moments in the process, what happens?



## **Exit**

What do people typically experience as the process finishes?



## **Extend**

What happens after the experience is over?

What does the person (or group)

Public can be made aware of this technology through

Pamplets can be

educational institutes to

distributed at

make them

acknowledged.

This can be advertised through awareness videos tv, youtube etc.

Youngsters can be made

aware of this through

social media

like instagram,

platforms

Drivers may initially find it difficult to get started with the technology.

Public will find it

safer and easier

option to

plan their trips.

Public will

public and drivers.

Hospital and school zone are intimated in advance to act accordingly.

It will reduce the

accident rate and

thus created a safer

environment for

journeys.

Accident rate will be

reduced to a greater

extent and thus

promotes safety.

Weather forecasts is provided to allow people plan accordingly.

Hospital and school zone are intimated in advance to act accordingly.

environmental

conditions.

Makes it easy for

drivers to decide on

better routes based

on conditioons.

and angry. Sign boards are updated based on changing

With this drivers are less irritated

Helps in maintaining good Will be relationship between driver and customer.

recommended to others by those who have been benefited.

Both customers and drivers are peaceful and happy with experience.

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

This can be made available in travel agencies, booking apps.

They can be implemented in cab services like OLA, UBER etc.

To helps everyone

They can also be Helps in saving added as a feature time and energy for both google maps.

recognize and use traffic-free roads.

> Planning becomes more easy with weather forcast.

Traffic police are helped with this in maintaining the traffic.

Helps in

maintaining good

relationship

between driver and

customer.

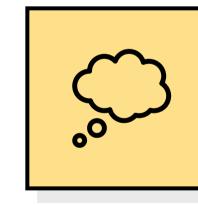
Aids public to plan according to traffic and weather comditions.

It is of great help for those who travel long distance.

Helps to improve coordination.

It helps to plan according to traffic and weather.

Promotes safety and reduces accidents.



#### **Goals & motivations**

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") The primary goal is to reach a huge group of people(mass media).

To help drivers in

detecting routes and

to reach destination

on time.

to save time, energy and cost.

To expand services even more bigger.

To add more features to have further advancements.

To make the platform more guided and easy to use.

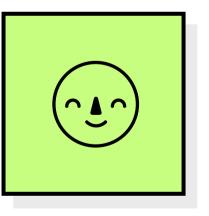
To improve efficiency and to have better accuracy.

To act as per needs and requirements.

To improve all the discomforts customers complaint about.

To reach or achieve maximum customer satisfaction

To attract more drivers towards this technology.



## **Positive moments**

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? Easy to handle and use the technology.

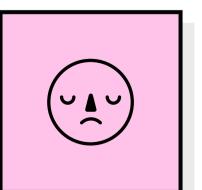
User-friendly and better customer interaction.

Our surrounding becomes accidentfree and traffic free.

One-time investment which requires less maintanence.

Helps to recognize various zones like school, hospitals etc. reduces global warming and to reduce pollution Happy and satisfied customers as well drivers.

Provides better visibility of the Benefits the drivers, customers, public, police etc.



#### **Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

May be not well received from the general public or showing less interest.

There are chances for people to misuse oppurtunity.

This may make people too dependent on technology.

People may neglect this advancement

Sometimes it happens to malfunction.

It may have low efficiency and high

It can have network issues.

May be the investment cost is high to afford by common people.

The system may get disturbed by natural calamities and other disasters.

Can be affected by network and technical issues at times.



# Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

To gain assistance from government and to introduce new schemes for it.

To get recognized by the traffic control and road safety department.

Can suggest them with alternate routes in case of diversion

Can be implemented with automatically detecting the speed ar producing warnings.

Try to have maximum accuracy for better results.

To make it available even in the absence of internet.

To make it available to use by anyone and everyone.

To have anytime and anywhere acces.

To make this available even in rural areas.

To make it available to common people.