

SIGNS WITH SMART CONNECTIVITY FOR BETTER ROAD SAFETY

PROBLEM STATEMENT

1. **Arun** is an **driver**

Who needs **to keep the speed down**

Because **he wants to prevent the accident.**

2. **Kumar** is an **Traffic policeman**

Who needs **to control the traffic congestions**

Because **People can't operate their vehicles in a safe manner.**

3. **Bala** is an **passenger**

Who needs **to travel the journey safe**

Because **he wants to enjoy his life.**

4. **Kishore** is an **principal**

Who needs **to protect his school childrens from fast drivers**

Because **many drivers doesn't limit speed in school zones this leads more dangers for childrens.**

Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

Build empathy and keep your focus on the user by putting yourself in their shoes.



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