Empathy Map Canvas
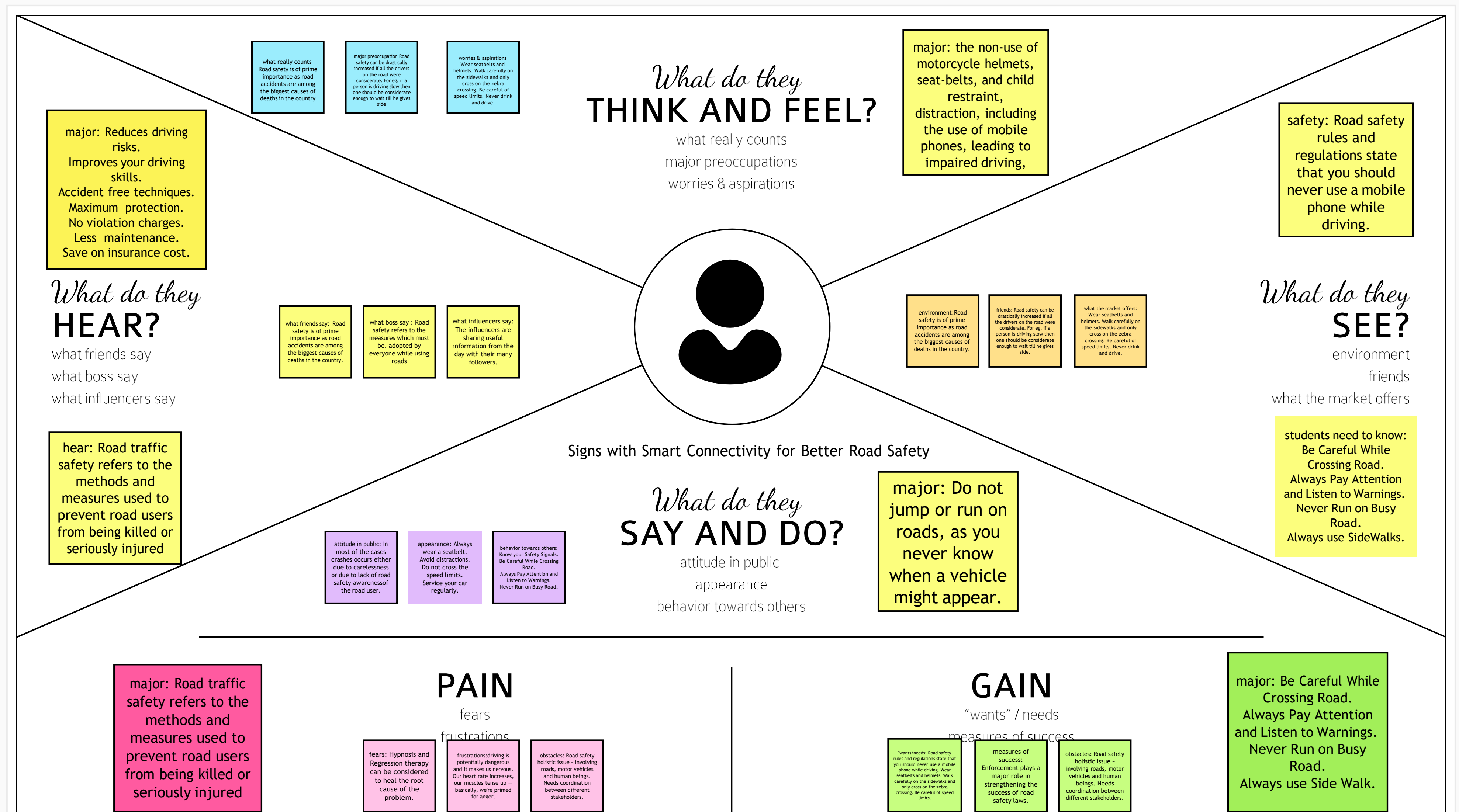
Team ID: PNT2022TMID53733

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

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

what really counts Road safety is of prime importance as road accidents are among the biggest causes of deaths in the country

major preoccupation Road safety can be drastically increased if all the drivers on the road were considerate. For eg, if a person is driving slow then one should be considerate enough to wait till he gives side

worries & aspirations Wear seatbelts and helmets. Walk carefully on the sidewalks and only cross on the zebra crossing. Be careful of speed limits. Never drink and drive.

major: the non-use of motorcycle helmets, seat-belts, and child restraint, distraction, including the use of mobile phones, leading to impaired driving,

safety: Road safety rules and regulations state that you should never use a mobile phone while driving.

major: Reduces driving risks.
Improves your driving skills.
Accident free techniques.
Maximum protection.
No violation charges.
Less maintenance.
Save on insurance cost.

What do they
HEAR?
what friends say
what boss say
what influencers say

what friends say: Road safety is of prime importance as road accidents are among the biggest causes of deaths in the country.

what boss say : Road safety refers to the measures which must be. adopted by everyone while using roads

what influencers say: The influencers are sharing useful information from the day with their many followers.

environment:Road safety is of prime importance as road accidents are among the biggest causes of deaths in the country.

friends: Road safety can be drastically increased if all the drivers on the road were considerate. For eg, if a person is driving slow then one should be considerate enough to wait till he gives side.

what the market offers: Wear seatbelts and helmets. Walk carefully on the sidewalks and only cross on the zebra crossing. Be careful of speed limits. Never drink and drive.

What do they
SEE?
environment
friends
what the market offers

hear: Road traffic safety refers to the methods and measures used to prevent road users from being killed or seriously injured

students need to know: Be Careful While Crossing Road. Always Pay Attention and Listen to Warnings. Never Run on Busy Road. Always use SideWalks.

Signs with Smart Connectivity for Better Road Safety

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

attitude in public: In most of the cases crashes occurs either due to carelessness or due to lack of road safety awarenessof the road user.

appearance: Always wear a seatbelt. Avoid distractions. Do not cross the speed limits. Service your car regularly.

behavior towards others: Know your Safety Signals. Be Careful While Crossing Road. Always Pay Attention and Listen to Warnings. Never Run on Busy Road.

major: Do not jump or run on roads, as you never know when a vehicle might appear.

major: Road traffic safety refers to the methods and measures used to prevent road users from being killed or seriously injured

PAIN
fears
frustrations

fears: Hypnosis and Regression therapy can be considered to heal the root cause of the problem.

frustrations:driving is potentially dangerous and it makes us nervous. Our heart rate increases, our muscles tense up — basically, we're primed for anger.

obstacles: Road safety holistic issue - involving roads, motor vehicles and human beings. Needs coordination between different stakeholders.

GAIN
"wants" / needs
measures of success

"wants/needs: Road safety rules and regulations state that you should never use a mobile phone while driving. Wear seatbelts and helmets. Walk carefully on the sidewalks and only cross on the zebra crossing. Be careful of speed limits.

measures of success: Enforcement plays a major role in strengthening the success of road safety laws.

obstacles: Road safety holistic issue - involving roads, motor vehicles and human beings. Needs coordination between different stakeholders.

major: Be Careful While Crossing Road. Always Pay Attention and Listen to Warnings. Never Run on Busy Road. Always use Side Walk.

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