

PROJECT DESIGN PHASE-1

PROPOSED SOLUTION TEMPLATE

DATE	24 September 2022
TEAM ID	PNT2022TMID23164
PROJECT NAME	Signs with Smart Connectivity for Better Road Safety

S.No	Parameter	Description
1.	Problem statement (Problem to be solved)	Helmets are the first line of defence against injuries due to accidents for motorists.
2.	Idea/ Solution description	Reduced negative health impacts on society by meeting international environmental standards to control the level of air pollution as a direct result of vehicle emissions. Implement road transport and traffic solutions faster by learning from best practices and experiences from other transport advisory projects to avoid reinventing the wheel.
3.	Novelty/Uniqueness	Roads should be designed for the safety of all road users. This means ensuring adequate facilities for pedestrians, cyclists and motorcyclists. Measures such as footpaths, cycling lanes, safe crossing points and traffic calming measures are critical to reducing the risk of injury among these road users.



4.	Social Impact/Customer Satisfaction	The social consequences of road traffic accidents include loss of productivity of the victims, the cost of the legal system, the cost of pain and suffering and loss of quality of life of the victim and their family. The loss of productivity represents a significant proportion of the total social costs
5.	Business Model(Revenue Model)	The Trans-European North-South Motorway(TEM) Project was initiated to facilitate road traffic in central, Eastern and to assist with the process of integrating European transport infrastructure. The business models cover all relevant activities of road authorities from appropriate understanding of customer and stakeholders needs and expectations to aligning the value proposition with key internal processes and resources
6.	Scalability of the solution	Several factors most notably: speed, traffic density, flow, congestion, demographics (namely age gender and deprivation), driving behaviour (involving alcohol consumption, helmet or seat belt usage) and land use, such as residential or economic zones, were found to have mixed effects on road safety

