

Ideation Phase

Empathize & Discover

Date	10 October 2022
Team ID	PNT2022TMID13653
Project Name	Signs with Smart Connectivity for Better Road Safety
Maximum marks	4 Marks

Empathy Map:



Explanation:

What do they think and feel?

- User feels safety while driving.
- Stress – free traveling in smart roads.
- Navigates through roads in a better way.

What do they see?

- Road sensors to sense weather.
- Dynamic digital sign boards.

What do they say and do?

- Convenience Travelling.
- More Suitable for smart cars.
- Can avoid unwanted pollutions.

What do they hear?

- This might be an enhancing technology in the future of Transportation Engineering.
- Smart roads will be an indispensable part of smart transport.