# **Ideation Phase Empathize & Discover**

Team ID	PNT2022TMID54276
Project Name	Project – Signs with smart connectivity for
	better road safety
Maximum Marks	4 Marks

## **Project Empathy Map:**



### WHO are we empathizing with?

WHO are we empathizing with?
Who is the person we want to understand?
The people who are walking on the road
What is the situation they are in?
The situation depends upon the person
mostly incase of no public
What is their role in the situation?
They will help the travellers to travel in a
faster way

### GOAL

What do they THINK and FEEL?

What do they need to do differently they need maintain road discipline What Job(s) do they want or need to get done? they need to follow the traffic rules How will we know they were successful? if the people are not present on the roads it helps in the decreasing the travel time

What do they need to DO?





**3** 

What are their fears, frustrations, and anxieties? the people cannot use the road as they need it may cause disturbance to roadside vendors



What are the main usages? in general the speed will be reduced at the speed brakers here we overcome the problem, so that the travelling time will be reduced



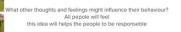


What do they see in the marketplace? In marketplace no one is affected with this idea What do they see others saying and doing? It will create a good family environment in public



What do they SAY? What can we imagine them saying? In emergency situation we will help the people







## What do they DO?

What behaviour have we observed?
This idea helps a lot in public by saving life of so many people
What the public will do?
Finally the public will be happy by saving the people



