

## Ideation Phase Empathize & Discover

Date	10 October 2022
Team ID	PNT2022TMID48642
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.