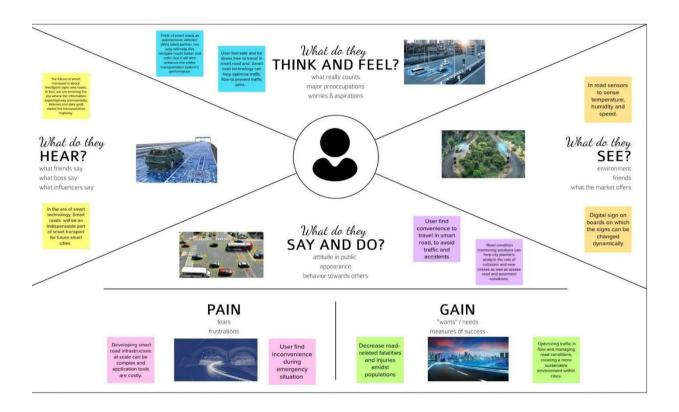
Ideation Phase Empathize & Discover

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.