TEAM ID: PNT2022TMID06179

IOT based Signs With Smart Connectivity for Better Road Safety

SCENARIO

Browsing, booking, attending, and rating a local city tour

Entice
How does someone initially become aware of this process?

- Through Friends who experience this technology
- By travelling often on roads

Enter
What do people experience as they begin the process?

- Developing knowledge about the technology
- Being Conscious while driving

Engage
In the core moments in the process, what happens?

- Traffic Congestion if any will be detected
- Speed of the car is limited
- Road Condition will be Updated
- Driver's activities has to be monitored
- Condition of the Car will be detected

Exit
What do people typically experience as the process finishes?

- Safe and comfortable journey
- Developing right attitude about road safety
- Experience the product fulfilment

Extend
What happens after the experience is over?

- Sharing their experience with friends
- Feel the Pleasant journey

Steps
What does the person (or group) typically experience?

Interactions
What interactions do they have at each step along the way?

- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

- Seeking help for making comfortable journey
- Getting Education about the dynamic display
- Observe the dynamic monitor
- Seeking right way to Travel
- Update routes in the platform that will be conveyed to respective technical teams
- Can Get information about the road
- By following the directions, the person can able to have safe travel
- Speed limit, Vehicle condition and driver's activity will be monitored
- Will get the knowledge about the display
- Feels a comfortable journey
- Lack of risk
- Traffic Management

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

- Help me to travel along the road
- Help me to know what are the facilities available
- Direct them to the right path
- Help them to be conscious while travelling
- Help them to travel in the right path
- Help them to travel with limited speed
- Help them to travel safely by Warning about the dangerous zone
- Help them to finish the journey with good feelings and no awkwardness
- They will feel happy and comfortable
- Help them to enhance a safe journey
- Feels Confident about their way

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- They feel it might be efficient technique
- Customer gets excited about the implementation of smart sign boards
- Eager to learn about Technology in smart road ways
- Enhance customer safety
- Exciting to travel in the road where they are in comfort zone while traveling
- Wonder about welcome message alert
- Strategic Traffic Management
- Withstand in custom environmental conditions
- Feel relax
- Safe and secure
- Made their time efficiently
- Avoid getting late to their important commitments

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

- Lack of coordination
- There may be Traffic delays and breakdown
- Be conscious about traffic signs
- Many Checkpoints irritates the Drivers
- Must have effective conscious
- The speed limit technique may spoil the mood of driving
- May result in Confusion when there is any failure in the system
- Toll charges are high
- Bad weather condition affects Driving
- Might be an Expensive Technique
- Fails in case of roads with bad condition

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

- Getting suggestions from user
- Collection of information from customers
- How effective the Implementation of smart sign display
- How beneficial to us
- It provides howmuch accuracy
- How to collect weather information
- Feedback collection through forum
- How comfortable they feel
- How easy to use and the registration process
- How it eliminate the tensed situation while peak hours
- Howmuch useful to the commuters for better safety
- Improves Visibility
- Pleasant journey Experience