**Story**

Imaging driving a car on the road without a stress. Imagine a road where people drive according to the regulations. Because of that less accidents happen and consequently there are no traffic jams. Even if the accident happens there is fast response rate thanks to the system which tracks live data, automatically calls for the road assistance or emergency department and changes warning signs accordingly.

Today, internet of things, make that possible. System is based on live data from different sensor devices and cameras. It offers a complete overview of the accidents, driving speeds, dangerous sections, congestion frequency and other statistics across all the country. This means that it could be possible to leverage traffic jams and optimize traffic by switching traffic lanes and traffic lights based on the frequency of the traffic, plan road repairs and automatically send ticket bills to the drivers driving over the speed limit.
Persona

JAMES
Analyst
I like to have an ability to instantly analyze and act upon live-data.

About
- 34 years, married, analyst
- 15 years of professional experience
- Working with multiple sources and accessing reports on different devices
- Reporting directly to the management

Responsibilities
- Responsible for road repairs reports
- Responsible for road safety reports
- Analyzing cause and costs of accidents

Main Goals
- Being the person responsible for road repairs and road safety
- Creating reports for the management of the company

Needs
- I always need to know where the potential danger could be
- Would like to automate ticket sending for over the speed limit drivers
- Would like to automate emergency alarms in case of an accident
- Would like to lower the amount of accidents

Pain Points
- Doesn’t have access to live data
- Doesn’t know where dangerous sections on the road are
- Doesn’t know how many cars are on the road
- Needs to have the ability to analyze number of vehicles on the road
- Spending too much time combining different sources of data
Now try it on your own:

Point of View

As a lead analyst of the company
I need a way to access real-time data and get better insights on traffic frequency and why the accidents occur
so that I am able to act faster and try to leverage the number of accidents and make the roads safer.
<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>Gather all the data sources</th>
<th>Parse the data</th>
<th>Combine and load the data into one database</th>
<th>Visualize data and make reports</th>
<th>Get an insight</th>
<th>Act</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINDSET</td>
<td>“Same thing every day…”, “how can we optimize that”</td>
<td>“This part takes too long” “Is that really a problem to have data in only one format”</td>
<td>“I could use some help here”, “How can I automatically merge different data”</td>
<td>“Which color should I use”, “What graph is the most suitable for this data”</td>
<td>“Finally, some useful data”</td>
<td>“Now I can report my insights to the management and create a plan”</td>
</tr>
<tr>
<td>FEELING</td>
<td>😊</td>
<td>🙁</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>TOUCH POINTS</td>
<td>Multiple providers</td>
<td>Multiple structures and formats</td>
<td>One target database</td>
<td>Reports</td>
<td>Knowledge</td>
<td>Management</td>
</tr>
</tbody>
</table>

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You can use this space to insert your mockup(s):

Currently showing: Number of accidents