TOUCH IOT WITH SAP LEONARDO PROTOTYPE CHALLENGE

SPEED ALERTS TO CAR DRIVER BY MUDUNURU UDAY
My story is about monitoring the cars speed and sending notifications using IOT technology to the car drivers before they enter School Zone or before crossing ‘Traffic Light’ sign near the School Zone.

It is observed that, increase in car accidents are happening with new drivers and inattentive drivers. Leveraging IOT technology would help the School, Community and the Car driver to drive safely within the speed limit and get alerts (within Car/ via Mobile) before and while passing by the School Zone and Traffic Light.

The initial focus would be to alert the drivers at School Zone and at Traffic Light to limit accidents via voice alerts. At a later stage concerns related traffic, speeding, alert on unsafe road condition, avoiding collision, speed control by lane & etc. will be addressed leveraging IOT technology.
SURAJ
Consultant

“I travel by car to my work location to provide technology solutions; and also actively involve in my kids after school activities.”

About

- 39, Married 2 School going Kids, IOT Consultant
- Commute to work place by car, as public transportation is not available.
- I go through busy intersections, school zones and congested highways daily.
- I love playing sports, and involve in volunteer activities.

Responsibilities

- I am responsible for driving safely always.
- I am responsible for following Traffic Sign and Speed Limits.
- I am responsible for safety of school kids and people around.
- I am responsible for my Car maintenance.

Needs

- I need reminder on Road Signs & Speed Limit often.
- I need alerts before approaching School Zone or Traffic Light.
- I need traffic accidents alerts in my route.
- I need a suggestion on alternate route availability to avoid traffic congestion.

Main Goals

- Reach office and attend other personal activities on time.
- Drive the car safely all the time.
- Follow traffic rules.
- Be attentive on the road.

Pain Points

- Don’t want to get late to appointments.
- Cannot get Speeding Tickets.
- Don’t want to miss my planned activity due to heavy traffic.
- Can’t be stuck in traffic for long time.
As a CAR driver I need a way to drive more safely on the roads, so that I follow speed limits, road signs (Traffic Lights) at intersections (School Zone) and drive carefully without causing any accidents.
# User Experience Journey Template

**-Driving the CAR from Home to Office in Morning.-**

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>MINDSET</th>
<th>FEELING</th>
<th>TOUCH POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Started driving the CAR from home</td>
<td>An exciting day to look forward</td>
<td></td>
<td>CAR</td>
</tr>
<tr>
<td>Look at Road Sign while entering School Zone</td>
<td>Let me get to office soon</td>
<td></td>
<td>School Zone sign</td>
</tr>
<tr>
<td>Look at Traffic Light Signal (Green/Red) Light</td>
<td></td>
<td></td>
<td>Traffic Light</td>
</tr>
<tr>
<td>Look at Traffic Light (Yellow) Light</td>
<td></td>
<td></td>
<td>Car Controls (Accelerate)</td>
</tr>
<tr>
<td>Driving above Speed Limit</td>
<td></td>
<td></td>
<td>Car Controls (Break)</td>
</tr>
<tr>
<td>Accelerate CAR to cross Traffic Light</td>
<td></td>
<td></td>
<td>Collision /Hit</td>
</tr>
<tr>
<td>Involved in Accident</td>
<td></td>
<td></td>
<td>Road Signs</td>
</tr>
<tr>
<td>Crossed School Zone</td>
<td></td>
<td></td>
<td>CAR</td>
</tr>
<tr>
<td>Park the CAR in Office Parking Lot</td>
<td></td>
<td></td>
<td>Parking Lot</td>
</tr>
<tr>
<td>Walk to office Cube</td>
<td></td>
<td></td>
<td>Office Cube</td>
</tr>
</tbody>
</table>

**TOUCH POINTS:**
- CAR
- School Zone sign
- Traffic Light
- Car Controls (Steering/Break)

**MINDSET:**
- An exciting day to look forward
- Let me get to office soon

**FEELING:**
- 😊
- 😞
Prototype

Launch Page: Traffic Light at School Zones

Main Page: Traffic Light Monitoring at Elementary School – 77479, TEXAS, USA