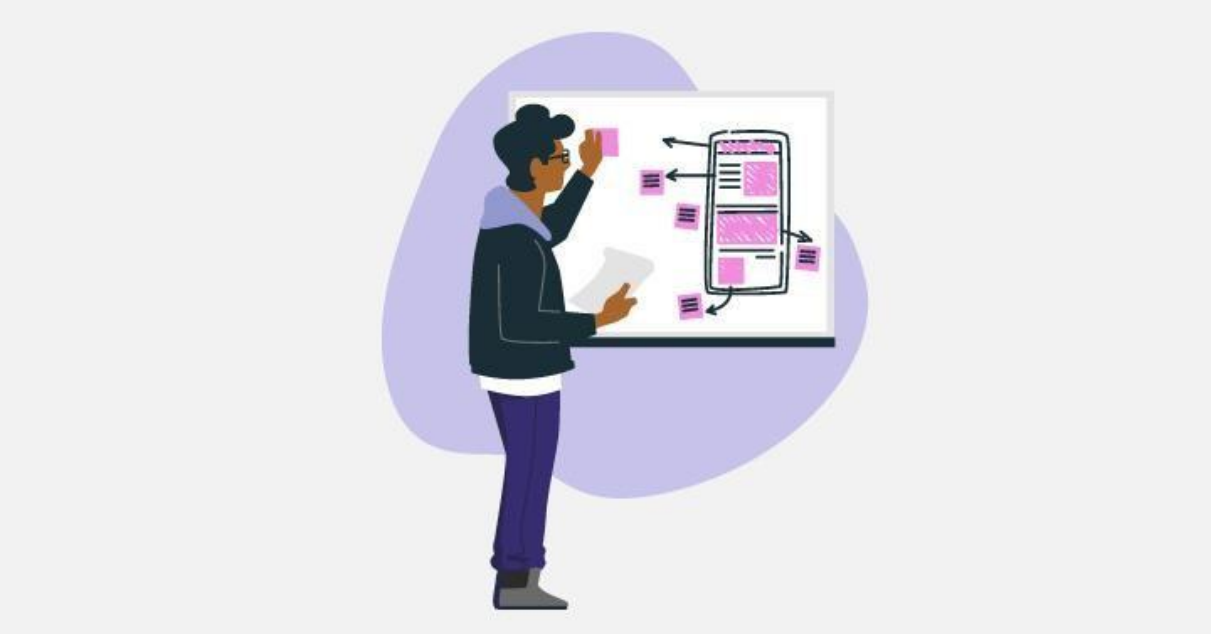
PROBLEM - SOLUTION FIT



PROJECT TITLE: “IoT Based Weather Adaptive Street Lighting System”

Team ID: Team ID: NM2023TMID09640

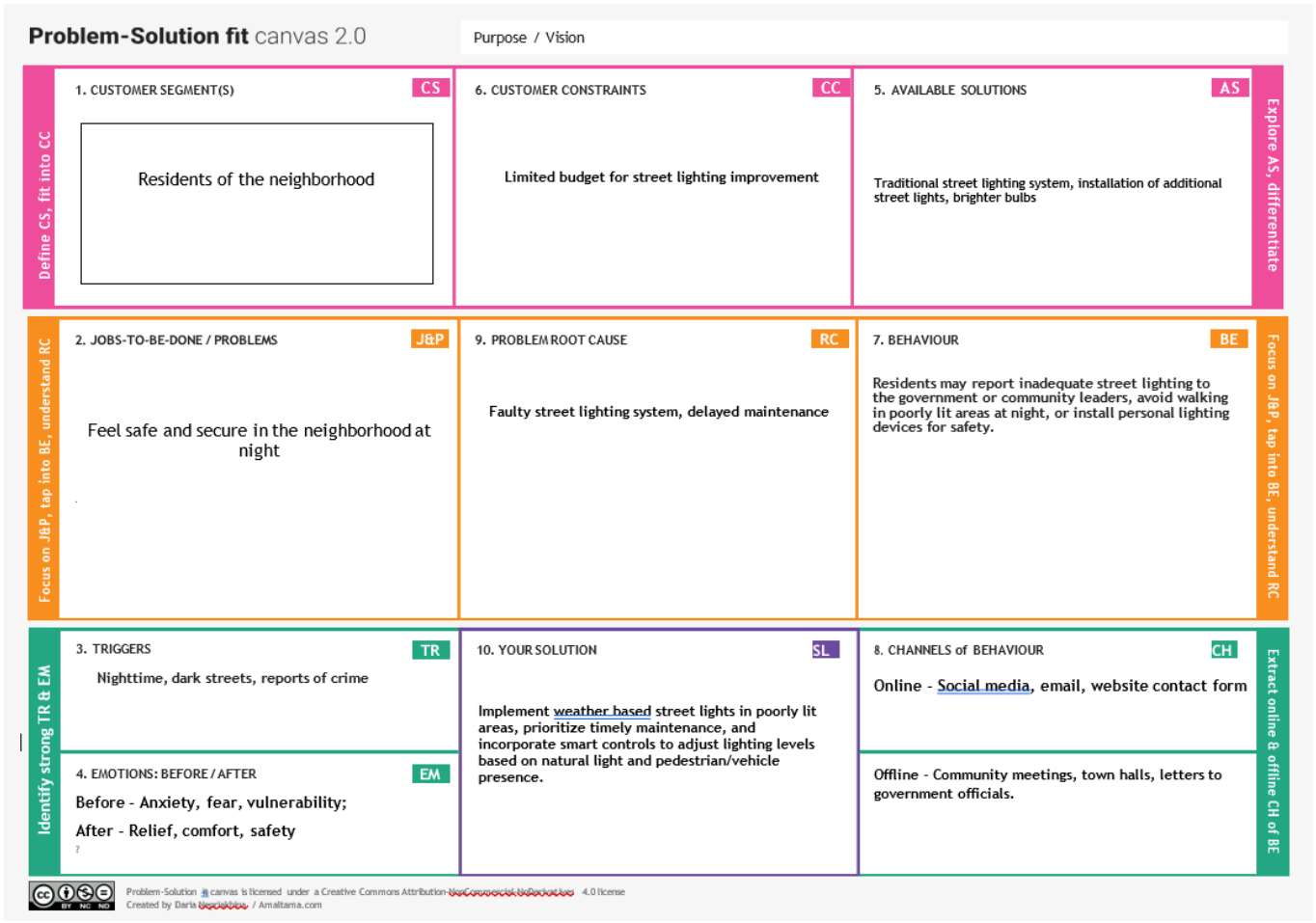
Team Leader: ADITHYA N

Team member: DINESH KUMAR P

Team member: GUGANESHRAJ S

Team member: MAGESH S

Team member: ARUNKUMAR M



Team ID: NM2023TMID09640

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Drivers on the highway

6. CUSTOMER CONSTRAINTS CC

Limited visibility due to poor lighting

5. AVAILABLE SOLUTIONS AS

Traditional street lighting system, installation of additional street lights, brighter bulbs

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Navigate safely and efficiently on the highway at night

9. PROBLEM ROOT CAUSE RC

Incorrect placement of street lights, inadequate lighting intensity

7. BEHAVIOUR BE

Drivers may slow down or avoid driving on the highway at night due to poor lighting, report inadequate lighting to the government or highway authorities, or install personal lighting devices in their vehicles.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TR

Nighttime, dark highway, lack of visibility

4. EMOTIONS: BEFORE / AFTER EM

Before - Anxiety, stress, insecurity

After - Confidence, comfort, safety

10. YOUR SOLUTION SL

Implement Weather based street lights along the highway, strategically place lights to provide adequate coverage, and incorporate smart controls to adjust lighting levels based on natural light and traffic patterns.

8. CHANNELS of BEHAVIOUR CH

Online - Social media, email, website contact form

Offline - Highway authorities, traffic police, letters to government officials.

Extract online & offline CH of BE

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Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Employees and customers in the commercial area

6. CUSTOMER CONSTRAINTS CC

Limited budget for street lighting improvement

5. AVAILABLE SOLUTIONS AS

Traditional street lighting system, installation of additional street lights, brighter bulbs

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Feel safe and secure while shopping or working in the commercial area at night

9. PROBLEM ROOT CAUSE RC

Faulty street lighting system, delayed maintenance

7. BEHAVIOUR BE

Employees and customers may avoid the commercial area at night due to poor lighting, report inadequate lighting to the government or business owners, or install personal lighting devices for safety.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TR

Nighttime, dark streets, reports of crime

4. EMOTIONS: BEFORE / AFTER EM

Before - Insecurity, anxiety, stress

After - Confidence, comfort, safety

10. YOUR SOLUTION SL

Implement Weather based street lights along the highway, strategically place lights to provide adequate coverage, and incorporate smart controls to adjust lighting levels based on natural light and traffic patterns. Additionally, collaborate with businesses in the commercial area to provide lighting in their storefronts and parking lots.

8. CHANNELS of BEHAVIOUR CH

Online - Social media, email, website contact form

Offline - Business owners, local authorities, letters to government officials.

Extract online & offline CH of BE

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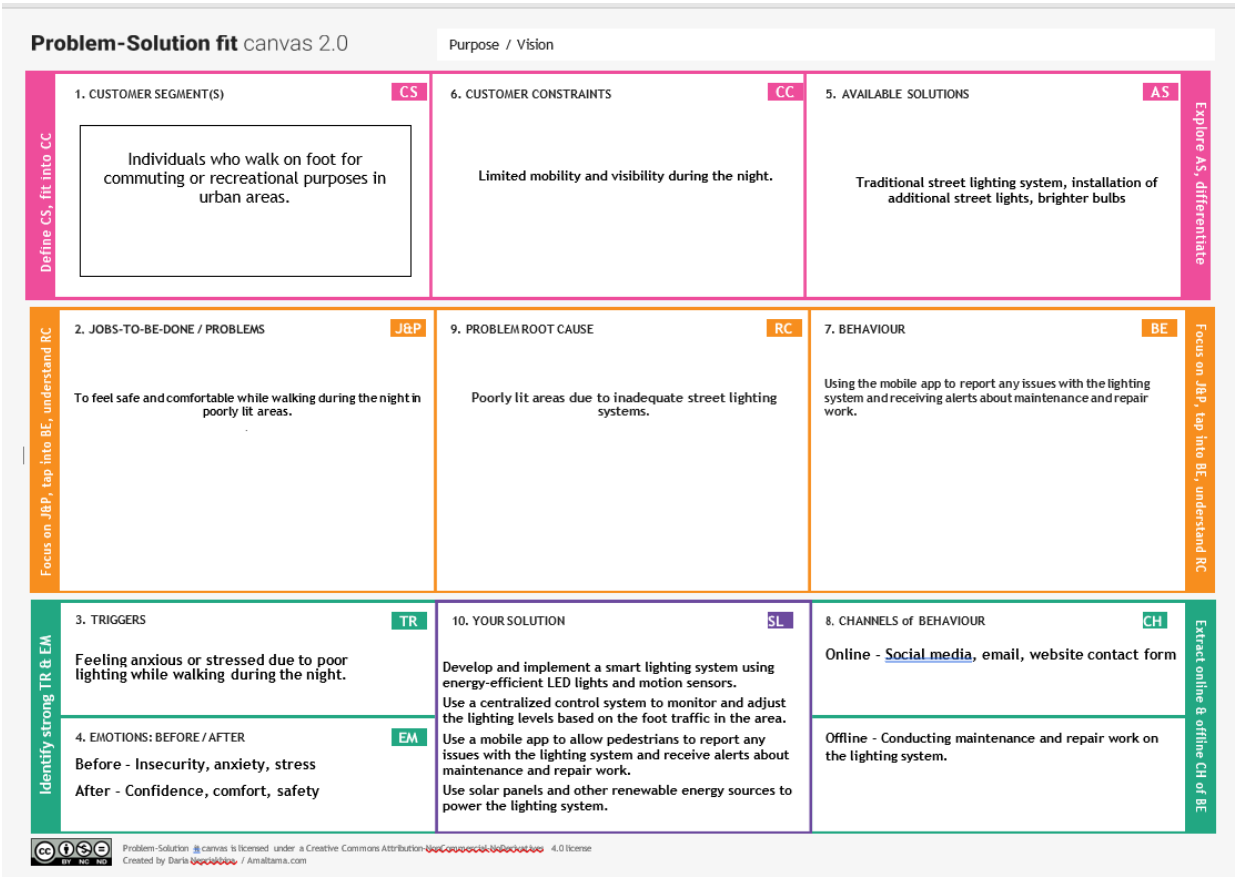

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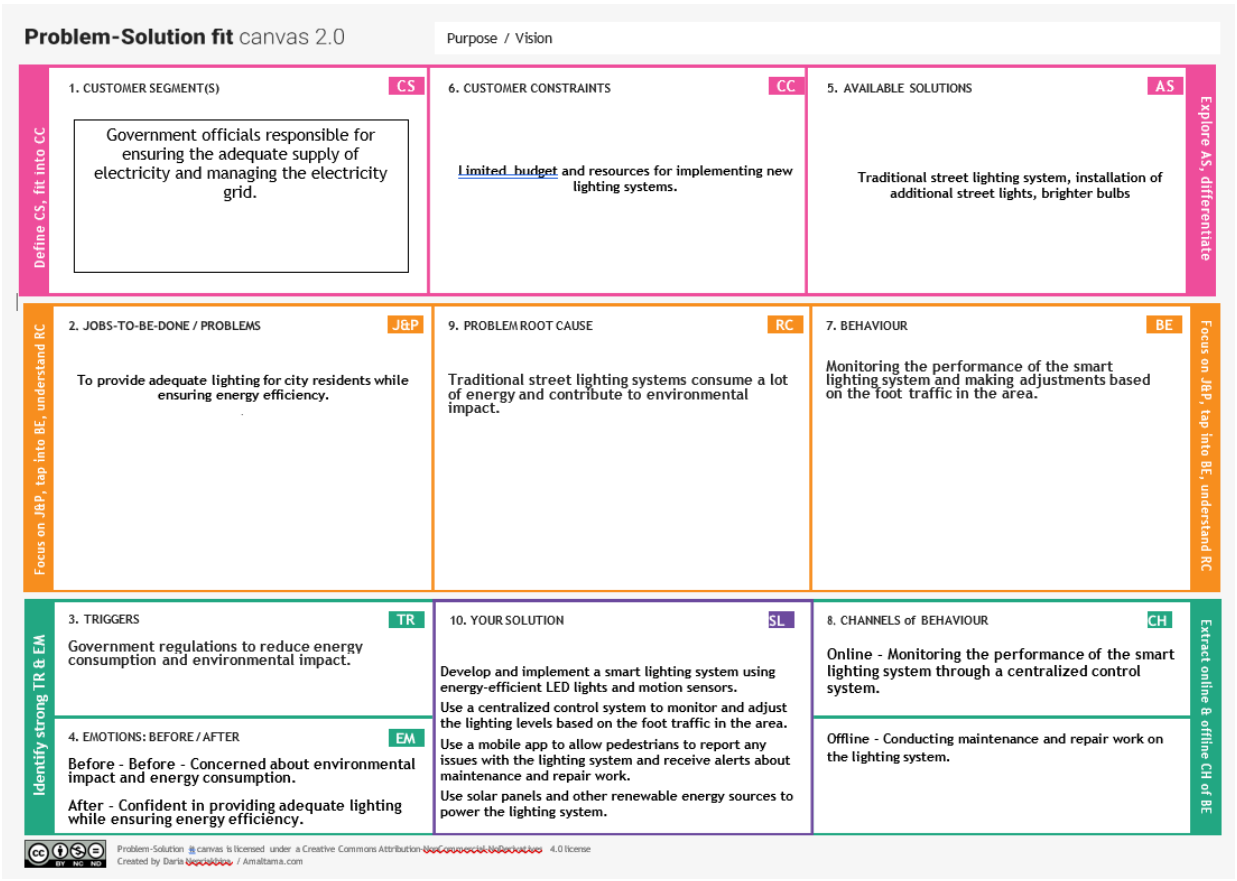

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