Problem-Solution fit canvas 2.0

Purpose / Vision: **To revolutionize urban mobility by providing intelligent, real-time traffic solutions that reduce congestion, optimize travel time, and empower commuters and city planners with data-driven decision-making.**

Define CS, fit into

1. CUSTOMER SEGMENT(S) — CS

- Daily commuters (private and public transport users)
- Delivery and logistics companies
- Ride-sharing drivers (e.g., Ola, Uber)
- City traffic management authorities
- Emergency response units (ambulance, fire brigade)

6. CUSTOMER — CC

- Limited real-time traffic data
- Low smartphone penetration in some user groups
- Unreliable internet connectivity in remote or crowded areas
- Budget constraints in public infrastructure upgrades
- Dependency on static or outdated maps
- Lack of awareness or digital literacy among certain user segments

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem

- **Google Maps / Waze:**
  Pros: Real-time navigation, congestion alerts
  Cons: May lack hyper-local insights, user-dependent reporting
- **CCTV Monitoring & Manual Traffic Control:**
  Pros: Familiar and currently in use
  Cons: Reactive, not predictive; labor-intensive
- **Fixed-time Traffic Signals:**
  Pros: Simple to implement
  Cons: Not responsive to real-time congestion

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers?

- Minimize travel time and delays during commutes
- Avoid highly congested routes, especially during peak hours
- Provide accurate, real-time traffic predictions
- Support emergency services with fastest, least-congested routes
- Help traffic authorities monitor and optimize signal timings and traffic flow

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists? What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

- Urbanization leading to increased vehicle density
- Lack of intelligent traffic management infrastructure
- Limited integration of AI/ML in traditional traffic systems
- Static or outdated traffic routing methods still in use
- Inconsistent or missing real-time data collection across regions

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?

- Use navigation apps like Google Maps or Waze
- Manually check traffic updates on news or radio
- Start earlier or take longer alternate routes to avoid traffic
- Follow common traffic habits based on experience, not data
- Traffic authorities use CCTV, manual patrols, or fixed-schedule signals

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act?

Frequent traffic jams, rising fuel costs, and wasted time push users to seek better solutions.
News, social media, peer usage, and government initiatives trigger interest in smart traffic systems.

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?

Before using TrafficTelligence, users feel stressed, anxious, and frustrated by unpredictable traffic and delays.
After using it, they feel confident, relieved, and empowered with better travel decisions and smoother commutes..

10. YOUR SOLUTION — SL

TrafficTelligence Solution:

- AI-powered traffic prediction and congestion avoidance system
- Uses real-time data (vehicle count, speed, time, road type, etc.)
- Offers alternative route suggestions for users
- Helps traffic authorities optimize signal timings and flow
- Dashboard for analytics and reports for urban planners and emergency services

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

- Use apps like Google Maps/Waze for route planning
- Follow real-time traffic updates on Twitter, news sites, or traffic apps
- Join commuter WhatsApp/Telegram groups
- Watch YouTube videos about traffic hacks or solutions
- Read blog posts and reviews on smart mobility

8.2 OFFLINE

What kind of actions do customers take offline?

- ☐ Listen to radio traffic updates
- ☐ Ask friends or co-workers for route suggestions

Extract online & offline CH of BE

AMALTAMA