

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>The public who are violating traffic rules like speed violation,...</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div>If the public violate the traffic rules they will charged with fines.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>Wireless sign board for the future, Static Sign Board System, Accurate Road Safety Level Assessment for Effective Road Safety, IoT-Driven Road Safety System.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div><div>In present system, the road signs and the speed limits are static.</div><div>There are some cases when road diversions due to heavy traffic or accident zones or construction works ahead situations arise.</div><div>Monitoring traffic violations especially speed violations.</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>Increased number of Traffic violations day to day. The data shared by police showed that total 1,38,02,973 traffic violations were reported last year as compared to 1,05,80,249 in 2019.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div><div><div>Obey the traffic rules.</div><div>Awareness of most traffic signs.</div></div></div>	
Focus on J&P, tap into BE, understand RC	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>Monitoring traffic violations and charging fines</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div>The Objective of this is to replace the static signboards. Instead, smart connected sign boards are used. These smart connected sign boards get the speed limitations from a web app using weather API and update automatically. Based on the weather changes the speed may increase or decrease. Based on the traffic and fatal situations the diversion signs are displayed. Guide (for Schools), Warning and Service (Hospitals, Restaurant) signs are also displayed accordingly.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div></div><div>Data of the violated user will be uploaded to the cloud. The respected authorities monitor it regularly and take necessary actions</div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</div><div><div>Violating the Traffic Rules. Technical Errors and Bugs.</div><div>Better Road Safety. Aware of most road signs.</div></div></div>			