

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

The Vehicle drivers, passengers, are the customers of our project.

6. CUSTOMER

CC

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.

There will be no extra expenditure on the laying the board instead just changing the static board with the digital board using a power connection to it and LAN will be connect with board which is already there in the underground connections. These are the ways where the expenditure can be reduced

5. AVAILABLE SOLUTIONS

AS

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

Printed sign boards are replaced by digital signals which is easily viewable and adjustable according to the illumination.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Sign boards present nowadays are static they cannot be adapted according to the environment.
- Establishment of existing sign boards costs high.

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.

The sign boards existing nowadays are static and provided with the same information

There is a need for smart sign boards, as it can be adjusted according to the situation.

7. BEHAVIOUR

BE

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)

Act accordingly, to the sign shown in the board

By acting according to dynamic instructions shown in the board, the users can behave in environment friendly manner.

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

While Travelling on road, the board attracts the customers with its attractive and comfortable features.

4. EMOTIONS: BEFORE / AFTER

EM

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.

Customers can feel safe hopefully, as we can keep track of the status of the sign boards and its working condition

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

User will be notified about the traffic level, And speed to be travelled according to the traffic traffic

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.