Project Title: Signs with smart connectivity for Betterroad safety

Project Design Phase-I - Solution Fit

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1. CUSTOMER SEGMENT(S)

Who is your customer? ➤
Passengers
➤ Officers who maintain and regulate road safety

➤ Selecting the position for placing smart sign board

6. CUSTOMER

What constraints prevent your customers from taking action or limit their choices of solutions?

➤ People who use automobiles
➤ The vehicles must have digitally supported sensors which are suitable with sign boards

5. AVAILABLE SOLUTIONS   AS

Which solutions are available to the customers when they face the problem need to get the job done? What have they tried in the past? What pros & cons do these solutions have?

Signs painted on walls and roads by the corporation sectors are disappeared in a period of time.

2. JOBS-TO-BE-DONE / PROBLEMS

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

➤ Damage of sign boards due
to internal or external factors

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?

➤ Some persons may cause issues by hitting indicator buttons unnecessarily.
➤ If there is no internet connection, no sensor data from the weather would cause speed limit to change

7. BEHAVIOUR   BE

What does your customer do to address the problem and get the job done?
➤ Static boards are not reliable to find weather in the destination.
➤ Iot cloud upgrades the smart board on the condition of the roads on a regular basis.

3. TRIGGERS `TR`

What triggers customers to act?

- People want to make their travel easier.
- People are aware of the traffic situations around them.

4. EMOTIONS: BEFORE / AFTER `EM`

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

- People will feel better after selecting a model with the use of smart connectivity and they will follow the instructions on the smart board

10. YOUR SOLUTION `SL`

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 behavior.

- Connect the smart sign boards to access the applications provided by them such as speed limitations and weather predictions.

8. CHANNELS of BEHAVIOUR `CH`

ONLINE

What kind of actions do customers take online?

- Video tutorial are used to educate the public about the smart sign board.
- The divisions can get coordinate emails and messages from the customers

OFFLINE

What kind of actions do customers take offline? Traffic law maker should give awareness programs to the public.