

Project Design Phase-I - Solution Fit

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">TravelersDriversHighway controllers</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><ul style="list-style-type: none">Production costCybercriminal threatLack of knowledge about analysisNetwork connection</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none">Google mapStatic sign board alongside the roadways</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>The main duty is to update the board according to the traffic, accident area and other modules like speed limit</p><p>Educating the drivers about the traffic signs</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>Most people don't obey the rules and are unaware of traffic signs. Backstory: avoid using cell phones - Neglecting this kind of rules by drivers leads to major road accidents</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>The Digital signs educating the customers and the smart weather condition detection, this helps the customer to address the problems and get job done</p></div>	
	Focus on J&P, tap into BE, understand R			

<p>3. TRIGGERS TR</p> <p>The heavy traffic which makes passengers wait for long and also the lack of knowledge about speed limit of different areas</p>	<p>10. YOUR SOLUTION SL</p> <p>We employ smart sign boards replacing static signboards. The speed limit varies according to the information gathered from weather API. Diversion signs are displayed according to traffic and accident-prone areas. There are also signs that show school, hospital zone areas. This kind of approach will drastically reduce the traffic and saves lot of time.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <ul style="list-style-type: none"> • Can reach out the patrol officers through online. • Customers can address their feedback through mail. <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> • Travelers follow the directions that they get from smart sign boards through which they can be aware of the road condition. • Customers can address their feedback through toll free number
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Clients will be aware of the environment after knowing information from smart boards and will feel guided in a safer way.</p>		