

PROJECT DESIGN PHASE I

PROBLEM SOLUTION FIT

TEAM ID	PNT2022TMID27681
PROJECT NAME	Signs With Smart Connectivity For Better Road Safety
MARKS	4 marks

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

1. Passengers
2. This is useful for drivers those who are travelling Different road structures.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or lin of solutions? i.e. spending power, budget, no cash, network conne devices.

Customers no need to spend any money , power, network Connection. These project will available anytime until it gets damaged.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face th problem or need to get the job done? What have they tried in the past? Wh

This project can with stand better than man made paintedinsigns.
This project gives proper and clear understanding traffic signs and day to day current weather condition.

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

1. It educates people about traffic signs who are travelling in roads.
2. Showing different weather conditions and Indicating Temperature Values for passenger Convenience.

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.

Most people are not following traffic conditions & not trying to have knowledge about various traffic signs. Back story: Most of the people forget to wear seat belts And using mobile phones during travelling due to this This type of behaviour it leads to major road accidents.

What does your customer do to address the problem and get the done?
i.e. directly related: find the right solar panel installer, calculate u indirectly associated: customers spend free time on volunteering Greenpeace)

The Digital signs educating the customers and the smart Weather condition detection, this helps the customer to address the problems and get job done.

3. TRIGGERS

TR

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7 Customers can address their feedback through app or mail to get their job done.

8.2 OFFLINE

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

Customer can address their feedback through toll free number or text messaging .

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 behaviour.

Nowadays road signs and speed limits are static, road signs and speed limits can't be changed in some cases. If we replace static

Define CS, fit into CC

Focus on J&P, tap into RC, understand RC

Explore AS, differentiate

Focus on J&P, tap into RC, understand RC

8.

4. EMOTIONS: BEFORE / AFTER



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.

- Some people don't have basic knowledge about various traffic signs & cannot Predict weather conditions while travelling.so, due to that most of the road accidents happening. After implementing this project it helps and educate the people about various traffic signs & indicating the current weather condition to the passengers. Due to this we can prevent major road accidents.

signs with dynamic signs, the signs can be changed at any time and anywhere, even we can change the signs during a sudden change in weather conditions or if any accidents happened we can change the signs & tell the people to have another route or direction. If we replace ordinary signs with smart signs a large number of happening accidents can be reduced and we can save a lot of time by reducing the traffic. Even this type of system is helpful for education and medical institutions.