

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer?</p> <ul style="list-style-type: none"> ➤ Drivers ➤ Passengers ➤ Motorists 	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>What constraints prevent your customers from taking action or limit their choices of solutions?</p> <p>Smart Connectivity has enabled for road and people safety with the help of digital signboard, openweatherapi and web application used to user can know the weather conditions anywhere. IOT based Signs with smart connectivity for better road safety is more effective for people</p>	<p>5. AVAILABLE SOLUTIONS </p> <p>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?</p> <p>Along roadways, static signs with clear directions are put as potential fixes which gives clear solution.</p>	Explore AS, differentiate
	Focus on J&P, tap into BE, understand RC	<p>2. PROBLEMS J&P</p> <p>Which jobs-to-be-done (or problems) do you address for your customers?</p> <p>In road ways, if rainfall occurs then the roads will be slippery so people can't decrease the speed of the vehicle that leads to accident or death. In some cases, due to heavy traffic or accidents the workers have to wait for traffic clear so they cannot reach the destination on time</p>	<p>9. PROBLEM ROOT CAUSE </p> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job?</p> <ul style="list-style-type: none"> • Not following the traffic rules properly • Non adherence to lane driving and overtaking in the wrong manner • Too many vehicles • Lack or incorrect vague road ways • Lack or incorrect overspeed 	
Identify strong TR & EM		<p>3. TRIGGERS TR</p> <p>What triggers customers to act?</p> <ul style="list-style-type: none"> • Over speed driving • Rash driving • Violation of rules • Failure to understand signs • Inclement weather <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>Before: Frustrated and annoyed cause of traffic.</p> <p>After: Frightened and feels insecure cause of slippery roads</p>	<p>10. YOUR SOLUTION SL</p> <p>We employ smart linked sign boards as an alternative to static signboards. With the help of a web app and weather API, these intelligent connected sign boards automatically update with the current speed limits. The speed may rise or fall in response to variations in the weather. The display of diversion signs is determined by traffic and potentially fatal situations.</p>	<p>8. CHANNELS OF BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <p>What kind of actions do customers take online?</p> <p>The departments can receive direct emails or messages from customers. (Officers on nearby patrol)</p> <p>8.2 OFFLINE</p> <p>What kind of actions do customers take offline?</p> <p>Following directions is one of the major tasks for the traveler, but they can utilize the smartboard signs to check the state of the road from wherever they are standing.</p>

