PROJECT DESIGN PHASE I
PROBLEM FIT SOLUTION

Date	18 October 2022
Team ID	PNT2022TMID12941
Project Name	Signs with smart connectivity for better road safety
Maximum Marks	4 Marks

1. CUSTOMER SEGMENT(S) `CS` People who are travelling from a long distance and new to the place and people who are under emergency to travel.	**6. CUSTOMER LIMITATIONS** EG. BUDGET, DEVICES `CL` The current digital advertisement boards can be used as sign boards in a cost effective manner.	**5. AVAILABLE SOLUTIONS** PLUSES & MINUSES `AS` The traffic density is updated and users are diverted to alternate routes.
2. PROBLEMS / PAINS + ITS FREQUENCY `PR` People getting caught in traffic and unable to proceed further though there are other routes for destination.	**9. PROBLEM ROOT / CAUSE** `RC` Traffic can occur due to various causes, but getting caught in traffic area increases the traffic density and increases the time to clear traffic.	**7. BEHAVIOR** + ITS INTENSITY `BE` The regular density of traffic must be updated and the change in that density should be notified.
3. TRIGGERS TO ACT `TR` When there is increase in traffic density found When there is any blockage in road **4. EMOTIONS** BEFORE / AFTER `EM` **Before:** The passengers feel impatient and worried about the time delay. **After:** The passengers are guided to alternate paths and this reduces stress of drivers and passengers.	**10. YOUR SOLUTION** `SL` Our solution is to develop a product to update the sign boards with the current traffic density in nearby areas in order to divert people to alternate routes. This can be achieved by utilizing IBM cloud platform and IOT devices.	**8. CHANNELS of BEHAVIOR** `CH` Promotion can be done through social media and online apps. OFFLINE In offline newspaper advertisements can be done and we can promote with the help of entrepreneurs or influencers.

Explore AS, differentiate

Define CS, fit into CL

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

Extract online & offline CH of BE