

**Project Design Phase-I
Problem – Solution Fit**

Date	22 October 2022
Team ID	IBM-Project-13896-1659534693
Project Name	Signs with smart connectivity for better road safety
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Project Title :Signs with smart connectivity for better road safety

Project Design Phase-I – Problem Solution Fit Template Team ID: IBM-Project-13896-1659534693

TEAM NAME

V.Rithiga – 953719106034

S.Angelin Sukirtha -953719106001

M.Snekapriyatharshine – 953719106039

R.Sankareswari – 953719106038

B.Monika – 953719106901

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids Passengers National Highways	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. Customers no need to spend any money , power, network Connection. The objective of this section is to introduce a novel and adaptive IoT Architecture that enables assessment of safety in a city's road networks.	5. AVAILABLE SOLUTIONS AS 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? i.e. pen and paper is an alternative to digital notetaking Along roadways ,static signs with clear direction are put as potential fix	Explore AS, differentiate
	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. It educates people about traffic signs who are travelling In roads signals. It shows indicates ways and distance of far away of Towns and cities.	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. Connectivity also allows monitoring the flow velocity in rea time so you can warn drivers on the screen of their cars that they are exceeding the speed limit.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) In a job,IOT Cloud updates a smart board condition of the roads safety.	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Conditions of the weather can't be predictable in some of the times.so it shows temperature values to the people who are travelling in roads or highways.	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 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.	8. CHANNELS of BEHAVIOUR CH 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 .	Identify strong TR & EM
Focus on J&P, tap into BE, understand RC	4. EMOTIONS: BEFORE / AFTER EM 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. <ul style="list-style-type: none"> 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 			Identify strong TR & EM

road accidents.