

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>A user who wants to travel safely irrespective of type of transport on the roads.</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <ul style="list-style-type: none"> • Proper network connection. • Data Accuracy. • Availability of proper devices. • Fear of budget. 	<p>5. AVAILABLE SOLUTIONS AS</p> <p>By replacing the static signboards, smart connected signboards are used. Based on traffic and fatal situations The diversion signs are displayed.</p>	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <ul style="list-style-type: none"> • To provide better safety for travellers by providing information about traffic, road conditions, weather conditions and nearby places. 	<p>9. PROBLEM ROOT CAUSE RC</p> <p>Lack of proper awareness about road safety and no proper knowledge about traffic rules.</p>	<p>7. BEHAVIOUR BE</p> <p>User must use this technology and have information about traffic and weather conditions etc and travel accordingly.</p>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	3. TRIGGERS TR Fear of accidents ie) By what they see during the travel and hearing news about accidents who travel without proper precautions.	10. YOUR SOLUTION SL These smart connected sign boards get the speed limitations from a web app using weather API and update automatically. Based on the weather changes the speed may increase or decrease. Based on the traffic and fatal situations the diversion signs are displayed. Guide(Schools), Warning and Service(Hospitals, Restaurant) signs are also displayed accordingly. Different modes of operations can be selected with the help of buttons.	8. CHANNELS of BEHAVIOUR CH ONLINE <ul style="list-style-type: none"> • Calling customer care • Mailing OFFLINE <ul style="list-style-type: none"> • Going to service center 	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Wants to travel on the road -> About to make an accident -> feeling fearful -> follows traffic rules and take necessary precautions.			