

Problem -solution fit

Signs with Smart Connectivity for Better Road Safety

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?

CS

All the people who travel on the road.

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

CC

Network connection, availability of required devices at all the roads. Amount to be spent and lack of skill to handle the technology are the constraints in establishing this smart board.

5. AVAILABLE SOLUTIONS

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 is an alternative to digital notetaking?

AS

At present, there is a board with static sign .There will be no frequent updating about the climate and speed .It results in many accidents and other issues as well .But using digital smart boards ,these issues can be eliminated surely.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

J&P

The smart board will update the current climatic conditions and the speed limit to the passengers by using the sensors and also display in the web.

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?

RC

People can adopt this to ensure better road safety for themselves in this hectic busy life and to avoid accidents and fatal situations

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?

BE

time on volunteering work (i.e. Greenpeace)

Customers should be alert while driving and travelling. They must be aware of the traffic rules and they should follow them strictly.They must value the human life. Avoid drink and drive.

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

Identify strong TR & EM

3. TRIGGERS

What triggers customers to act?

Nothing triggers. As everyone should use the road safely which is common to all, the travel should be safe enough. So, the smart board signs will alert them to travel safely.

TR

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?

Fear, tensed, lack of instant thinking, etc.

EM

10. YOUR SOLUTION

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.

SL

As we employ API app and weather monitoring system, instant updation will be there about the prevailing climate, etc. IBM cloud is used to store the information and it will be much helpful to view the status. Warnings about the schools, hospitals and major landmarks will also be given by this board. Speed limits in the particular zone according to the existing climatic conditions will also be shown on the board. On the whole, it is one of the most advantageous system to adopt and follow.

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

What kind of actions do customers take online?

The customers can message or mail about their queries to the respected authority and create some awareness videos and content about the road safety.

8.2 OFFLINE

What kind of actions do customers take offline?

Obeying the traffic rules is the primary job of our customer in offline mode because safety is prior to other things.

CH

Identify strong TR & E