

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS traffic segmentation process setting up group of customers identify the different sources their traffic is been directed to analyse	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL Traffic flow while considering various factors real time strategies ,signal timing constrains rapid development in traffic systems	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS Using smart mobility is the concept of connecting the elements of city's transportation system to the cloud	Explore AS, differentiate
	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR 1.Inappropriate intersection traffic control 2.Inadequate visibility of the intersection traffic control device 3.Not enough guidance for motorists 4.Excessive conflicts within the intersection	9. PROBLEM ROOT / CAUSE RC 1.This uncontrolled intersection should have a stop or yield sign on this approach 2.The intersection just beyond the crest of this hill is not visible to approaching the mototists	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE waiting time before the intersection initially comply with the rules ,but if waiting time exceeds a certain kind individual value,the driver's behaviour may change.this critical value is not constant.	
Identify strong TR & EM	3. TRIGGERS TO ACT TR 1.over speeding 2.Drunken driving 3.Distracted driver 4.Red light jumping	10. YOUR SOLUTION SL Optimise traffic -light management use CCTV to monitor road conditions Enforce existing road traffic laws Improve perceptions of buses Extend residents parking zones Charge for workplace parking Improve bus services	8. CHANNELS of BEHAVIOR CH ONLINE Traffic congestion,road occupancy measure;vehicle length estimation; Roadside message unit; Traffic dashboard.	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM 1.Stress 2.Fear 3.Anxiety 4.Physical illness		OFFLINE Intersection in critical location for drivers Due to increase in a number of accidents at conflict points.	



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