

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

In this modern world, The increasing number of road facilities and advance transportation infrastructures leads to people and workers to travel the roads freely and safely under traffic regulations. That traffic rules used to guidance for children to cross the road, people and workers can travel through the direction via signboard

6. CUSTOMER CONSTRAINTS

CC

Smart Connectivity has enabled for road and people safety with the help of digital signboard, openweatherapi and web application used to user can know the weather conditions anywhere. IOT based Signs with smart connectivity for better road safety is more effective for people

5. AVAILABLE SOLUTIONS

AS

Infrared sensor alternative we used to detect the traffic in road
Merits: Predict the traffic in earlier is helpful to divert the people in another way
Demerits: The people who not seeing signboard that leads to the accidents

Explore AS, differentiate

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

2. PROBLEMS

J&P

In road ways, if rainfall is occurs then the roads will be slippery so people can't decrease the speed of the vehicle that leads to accident or death. In some cases due to heavy traffic or accidents the workers have to wait for traffic clear so they cannot reach the destination on time

9. PROBLEM ROOT CAUSE

RC

- Lack or incorrect vague road ways
- Lack or incorrect overspeed
- Lack or incorrect overtaking on the wrong side

7. BEHAVIOUR

BE

Workers are not applicable to traffic rules because they always thinks about run the family by their job done by on time

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

Identify strong TR & EM

3. TRIGGERS

TR

Over speed driving, rash driving, violation of rules, failure to understand signs, fatigue, alcohol and inclement weather that causes the people to accident or some time death. As the result it also affect public people time, efficient work and increase collision in Environment that problems are overcome by using Smart connectivity for better road safety

4. EMOTIONS: BEFORE / AFTER

EM

Traffic in road ways causes the people waiting time, can't reach the destination in correct time, increase collision that leads to loss of financial and other problems. In order to overcome using Smart connectivity for better road safety to avoid traffic and decrease speed limit while raining, thus used to reduce the death rate

10. YOUR SOLUTION

SL

IOT based Signs with Smart connectivity for better road safety
 Using openweatherapi to Prediction of weather in earlier stage that lead to help the people to slow down speed by indicating the sign and by knowing the accident or traffic jam the before entering the road ways by using infrared sensor that leads to people take diversion to other way.

8. CHANNELS OF BEHAVIOUR

1. ONLINE

CH

We notify the information about of weather / traffic in web application

8.2 OFFLINE

Using the digital signboard that indicates information about road safety

Extract online & offline CH of BE