Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Who is your customer?

- Traveller
- Passenger
- Tourist
- Pedestrian

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.

The impact of the network on the tests was a significant and unexpected element. Given the quantity of sensors, this IoT-based system was successful in simulating a large-scale smart sign board.

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 directions are put as potential fixes.

Explore AS, differentiate

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

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.

Among its many duties, the Smart board Connectivity is in charge of keeping correct temperature sensor readings and informing the board of the speed of the customer's vehicle.

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?

No Sensor readings from the weather would alter the speed restriction if there was no internet connection. Unnecessary pressing of the accident indicator button by some people could lead to problems.

7. BEHAVIOUR   BE

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

As a teacher, the IOT cloud updates the Smart board on the condition of the roads on a regular basis.

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

Identify strong TR & EM

3. TRIGGERS   TR

What triggers customers to act?

Poor weather conditions prevail. The vehicle should be moving at threshold speed. The sensor value should be shown on the smart board to alert the customer.

4. EMOTIONS: BEFORE / AFTER   EM

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

Clients will feel better after selecting an operation mode with the use of smart board connectivity, and they will then follow the instructions on the Smart board.

10. YOUR SOLUTION   SL

We employ smart linked sign boards as an alternative to static signboards. With the help of a web app and weather API, these intelligent connected sign boards automatically update with the current speed limits. The speed may rise or fall in response to variations in the weather. The display of diversion signs are determined by traffic and potentially fatal situations. As appropriate, there are also signs that read "Guide (Schools), Warning, and Service" (Hospitals, Restaurants). Using buttons, it is possible to choose from a variety of operating modes.

8. CHANNELS of BEHAVIOUR   CH

8.1 ONLINE
What kind of actions do customers take online?

The departments can receive direct emails or messages from customers. (Officers on nearby patrol)

8.2 OFFLINE
What kind of actions do customers take offline?

Following directions is one of the main tasks for the traveller, but they can utilize the smart board signs to check the state of the road from wherever they are

Identify strong TR & EM