

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

Public people, to make a safe journey and elite drive  
Static TIP Signboards replaced and Smart Signboards used. Speed Limit from web app by weather API. IOT it's connected to Open Weather MAP.

CS

## 6. CUSTOMER CONSTRAINTS

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.

Road safety is essential to avoid accidents, the purposes of making sign with smart connectivity road safety to establish safe journey among the people. Confusing sign lead to traffic and accident.

CC

## 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? i.e. pen and paper is an alternative to digital notetaking

Static TIP Signboards replaced and Smart Signboards used. Speed Limit from web app by weather API. IOT it's connected to Open Weather MAP

AS

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.

To replace the static signboards, smart connected sign boards are used. These smart connected sign boards get the speed limitations from a web app using weather API and update automatically.

J&P

## 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?  
i.e. customers have to do it because of the change in regulations.

Based on the weather changes the speed may increase or decrease. Based on the traffic and fatal situations the diversion signs are displayed.

RC

## 7. BEHAVIOUR

What does your customer do to address the problem and get the job done?  
i.e. directly related: find the right solar panel installer, calculate usage and benefits;  
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Guide (Schools), Warning and Service (Hospitals, Restaurant) signs are also displayed accordingly. Different modes of operations can be selected with the help of buttons.

BE

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

Identify strong TR & EM

## 3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Detecting the weather, react automatically according to the open weather map.

TR

## 4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?  
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Road safety is essential to avoid accidents, the purposes of making sign to establish safe journey among the people.

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.

Replace the static signboards, smart connected sign boards are used. These smart connected sign boards get the speed limitations from a web app using weather API and update automatically

SL

## 8. CHANNELS of BEHAVIOUR

### 8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7  
All the activity are done in the online iot platform in the IBM cloud, Python ,IOT Cloud Platform ,IBM Cloud, Node- RED,IBM IoT Platform, IBM Nodered,IBM Cloud ant DB

### 8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

User can use in the offline mode through the smart connected sign boards.

CH

Extract online & offline CH of BE