

Project Design Phase-I - Solution Fit

Project - Signs with Smart
Connectivity For Better Road Safety

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Define CS, fit into CL	1.CUSTOMER SEGMENTS(S) People who use the road daily (Owners, Cab, Ambulance, Drivers, Students etc...) CS	6.CUSTOMER LIMITATIONS EG : BUDGET/DEVICES CL <ol style="list-style-type: none"> Internet connection Mobile usage is high Signal issue Website maintenance will be there on certain days. 	5.AVAILABLE SOLUTIONS PROS AND CONS AS ADAPTIVE TRAFFIC CONTROL SYSTEM For Smart Management of City Traffic <ul style="list-style-type: none"> PROS <ol style="list-style-type: none"> Reduce travel time by 20%. 40% less waiting time. Reduce number of stop in a corridor by 30% CONS <ol style="list-style-type: none"> Mobile usage is high. Signal issue. 	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2.JOBS-TO-BE-DONE/PROBLEMS J&P In present system the road sign and speed limits are static. But in case of heavy traffic, road accidents and diversions then we cannot change road signs accordingly based on immediate needs.	9.PROBLEM ROOT/CAUSE RC Major problem is the road sign and speed limits are static. But in case of heavy traffic, road accidents and diversions then we cannot change road signs accordingly based on immediate needs. We cannot provide the dynamic solutions.	7.BEHAVIOR BE <ol style="list-style-type: none"> Need to use of device and internet connection and proper internet connection to faster synchronisation. Note the intimation of the device with road sign and it should be connected with the IOT device. 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3.TRIGGERS TO ACT TR While facing issue in daily road traffic, one may feel to adapt the system.	10.YOUR SOLUTION SL If the road signs are made digitalized or can be changed dynamically, in case of heavy traffic, road accidents and diversions then we can change road signs accordingly.	8.CHANNELS OF BEHAVIOR CH ONLINE <ul style="list-style-type: none"> While online they can follow the road sign and signals in the device and they can travel on that road easily. OFFLINE <ul style="list-style-type: none"> While offline they can follow the road sign and signals that are available statically on the road and they can travel. 	Extract online & offline CH of BE
	4.EMOTIONS BEFORE/AFTER EM <ul style="list-style-type: none"> Before - Frustrated, Stressed, less guidance, loss of pay After – travel smooth, no accidents, feel safe 			