

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> To improve customer safety. Reduce roadcrash casualties 	6. CUSTOMER CONSTRAINTS CC <p>User friendly.</p>	5. AVAILABLE SOLUTIONS AS <p>High quality safety data should be used to determine the nature of the road safety ,used to identify safety on a large or a small scale,such as roadway's, traffic volume, driver history</p>	Explore AS, differen
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <p>Roads are used for general transport purposes, but they can be deadly as well. Improper maintenance of roads which leads, more than half of all road traffic deaths and injuries involve vulnerable road users,such as cyclists and motorcyclists and their passengers.</p>	9. PROBLEM ROOT CAUSE RC <p>Some major accident occurs due to vulnerable riders may affect accident person family.</p>	7. BEHAVIOUR BE <p>Following strict traffic rules and regulation</p>	

3. TRIGGERS TR <p>Create a user crash data and other safetydata to identify road safety problems or problem locations for medical services.</p>	10. YOUR SOLUTION SL <p>It will develop potential strategies to address the identified safety problems. These strategies might also be referred to as countermeasures or treatments.</p>	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE Install the data and operate the systemsoftware</p> <p>8.2 OFFLINE Data setup.</p>
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	<p>4. EMOTIONS: BEFORE / AFTER</p> <p>The customer feels insecure, panic, afraidwhen they face a problem, after that theyfeel confident and safety and they try to avoid their mistake once again.</p>			
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