

Problem-Solution fit canvas 2.0

Purpose / Vision

<p>1. CUSTOMER SEGMENT(S) <i>Who are your customers?</i></p> <p>Those who are facing risk from road traffic are pedestrians, drivers and vehicle passengers.</p>	<p>4. CUSTOMER CONSTRAINTS <i>What constraints prevent your customers from taking action or doing their chosen actions?</i></p> <p>Customers are hesitate to use NFC, because the power consumption is comparatively more in NFC enabled devices. NFC is not so advantageous for some users due to complex procedures which programmed in this device.</p>	<p>5. AVAILABLE SOLUTIONS <i>Which solutions are available to the customers when they face the problem to get the job done? what have they tried in the past? what?</i></p> <p>This NFC technology can effectively detect and identify traffic sign. In the past, they used speed reduction system PROS: It reduce traffic fatalities, serious injuries. CONS: Sometimes this speed reduction will cause more traffic</p>
<p>2. JOB-TO-BE-DONE / PROBLEMS <i>What job-to-be-done or problems do you desire to solve?</i></p> <p>Our job is to make the customers to install the NFC tag in their vehicles to avoid accidents and reduce death rates.</p>	<p>9. PROBLEM ROOT CAUSE <i>What is the real reason that this problem?</i></p> <p>Main cause of accidents and crashes are due to human errors. Over speeding, inadequate road markings, broken vehicles can be avoided by using some tracking sensors with the help of NFC technology.</p>	<p>7. BEHAVIOUR <i>Is directly related. (eg. the right side panel) indicator, calculate range and</i></p> <p>The customer needs to create a larger loop in the reader antenna to increase the read range.</p>
<p>3. TRIGGERS <i>What triggers customers to act? ie. seeing their neighbour installing their phone, reading about a more efficient solution in the news.</i></p> <p>NFC works without battery and connect instantly for data exchange.</p>	<p>10. YOUR SOLUTION <i>If you are working on an existing business, write down your current solution. Keep it to the current, and check how well it fits reality. If you are working on a new business proposition, then keep it blank and fill up it in the canvas and come up with a solution that fits reality. customer behaviour, what a problem and matches customer behaviour.</i></p> <p>By using this NFC technology, accident can be detected early.</p>	<p>8. CHANNELS of BEHAVIOUR <i>What kind of actions do customers take online? Network online channels from it?</i></p> <p>Customers can buy this product online easily and they can also see the details and features of NFC reader in the website.</p>
<p>4. EMOTIONS: BEFORE / AFTER <i>How do customers feel when they face a problem or a job and afterwards? i.e. fear, insecurity, confusion, or control - use it to give communication strategy a design.</i></p> <p>Before using this NFC technology, they face congestion in traffic, injuries and feel insecurity such as fatigue and fears After using this technology, security becomes high and personalize their environments.</p>	<p>Customers solve their problem by installing the NFC tag in their vehicles.</p>	<p>6. DIFFUSION <i>What kind of actions do customers take offline? Network offline channels from it? and use them for customer development.</i></p> <p>People can buy this NFC reader in the stores and they will be given user manual on how to use this product and we are providing services also in case any damages occurs in future.</p>