

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Person who manage the traffic. People travel long distance like Highway division. Public who use daily transport in day to day life. Emergency vehicle drivers who saves life of many peoples.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div><div>The network's influence on the tests was a significant and unexpected factor. Given the large number of sensors, this IoT-based system was able to simulate a large-scale smart sign board.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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</div><div>People used public transportation, which reduced the number of vehicles on the road during peak hours. Improve traffic flow and road conditions.</div></div>	Explore AS, differentiate	
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Among its many responsibilities, the Smartboard Connectivity is responsible for maintaining some accurate temperature sensor readings and informing the board of the speed of the customer's vehicle. Where the Sign Boards must be placed.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>The vehicle must be travelling at the specified speed. To alert the customer, the sensor value should be displayed on the smart board. The changing climatic conditions cause slippery road conditions.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div><div>Static sign boards are untrusted. Identifying the location of the accident Following all traffic rules and signs. Needs to respect speed limits.</div></div>		Focus on J&P, tap into BE, understand RC
	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</div><div>The vehicle must be travelling at the specified speed. To alert the customer, the sensor value should be displayed on the smart board.</div><div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>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</div><div>Before – Irritation, Anger, frustration. After – Follows instruction, concentrated, and relaxed.</div></div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>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.</div><div>As an alternative to static signboards, we use smart connecting sign boards. These intelligent connected sign boards automatically update themselves using a web app and a weather API. Provide dynamic traffic signals and speed limits depending on conditions.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>In online the actions and the importance of smart road can be make online posters. Online actions are not availed.</div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>Public can involve to taking awareness of smart road among society. Accidents are reduced by traffic rules and speed limits.</div></div>		