

1. CUSTOMER SEGMENT(S)	CS	6.CUSTOMER CONSTRAINTS	5. AVAILABLE SOLUTIONS
<div> <div>o</div> <div> <p>Passengers who wants to safely reach their destination.</p> <p>Pedestrians and taxi drivers who wantsto drops their customers at the right time.</p> </div> </div>		<div> <p>Smart signs are used for better road safety and helps in planning in advancefor the road trip.</p> <p>Customers find its difficult to use this atthe early stage.</p> </div>	<div> <p>Drivers should drive in the prescribespeed limit shown in the speed limit.</p> <p>It should predict the traffic in advancein order to divert the people.</p> </div>
2. JOBS-TO-BE-DONE / PROBLEMS	J&P	9. PROBLEM ROOT CAUSE	7. BEHAVIOUR
<div> <p>There is a possibility of malfunctioning of sensors present in the digital signs boards.</p> <p>It should indicate the speed according to the weather conditions like rainfall.</p> <p>Alternate routes should be indicated whenthere is heavy traffic.</p> </div>		<div> <p>Increasing road traffic in metropolitancities.</p> <p>Increasing accidents due to slipperyroads during rainy seasons.</p> <p>Emission of CO2 from then vehicle in theheavy traffic area increases air pollution.</p> </div>	<div> <p>Directly related: People should be able to predict the traffic routes andbe able to plan the trip in advance.</p> <p>Indirectly related: Drivers should follow the speed limits shown in thesign board.</p> </div>
3. TRIGGERS	TR	10. YOUR SOLUTION	8. CHANNELS of BEHAVIOUR
<div> <p>Time is wasted while waiting in the traffic.Frequent road traffics.</p> </div>		<div> <p>Increased accidents in the cities</p> </div>	<div> <p>4. EMOTIONS: BEFORE / AFTER</p> </div>

Before: Road trips are long and frustrated due to increased traffic.

After: People are able to plan the trip in the advance according to the weather and traffic.

By making signs with smart connectivity can help the drivers to drive safely different weather conditions.

By the connecting it with the app can help the drivers to avoid the heavy traffic routes.

Online: Advertisements in social media about the smart signs to educate them.

Offline: Awareness programs can be given to the drivers about the smart signs and advertisements posts in newspapers about smart signs to help the people understand them.