

Define CS, fit into

1. CUSTOMER SEGMENT(S)

Who is your customer?

In this modern world with increased road facilities
And advancements in transportation infrastructures
Leading people & workers freely & safely travel
along the roads under proper traffic regulations.
These guide in crossing roads to all the passengers
And pedestrians to travel through the sign board directions

CS

6. CUSTOMER

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.

Smart connectivity has enabled for road & people safety with
with the help of digital sign board, openweatherapi & web
Application used to user can know the weather conditions
anywhere. IoT based signs with smart connectivity for better
road safety is more effective for people

CC

5. AVAILABLE SOLUTIONS

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

Infrared sensor alternative we used to detect the traffic in road.
MERITS : predict traffic in earlier stages will be useful to divert in any other way.
DEMERITS : people neglecting sign board leads to Accidents.

AS

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one: explore different sides.

In times of rainfall the roads get slippery leading
To Accidents and death. There are few cases where
Accidents occurring due to heavy traffic.

J&P

9. PROBLEM ROOT CAUSE

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

Unauthorised traffic leading loss of many lives
Unaware routes of damaged and wet roads, high dense
traffic is unmonitored to the user.

RC

7. BEHAVIOUR

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)

Traffic management was considered in earlier
methods but not the traffic density.
Workers are not applicable to traffic rules because

They always thinks about run the family by their
Job done by on time.

BE

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Violations of traffic rules, over speed driving, fatigue, drunk & drive ,
rash driving causes the people to lead death. It also effects the time,
efficient work & increase the collision in environment that problems
are over come by using smart connectivity for better road safety

TR

4. EMOTIONS: BEFORE / AFTER

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.

Traffic in road causing people to wait for long time, lagging to reach the destination ,
Increased collisions of traffic leading to many issues. To over come these traffic issues ,
using smart connectivity for better road safety and decrease speed limit while raining ,
reducing death rate.

EM

10. YOUR SOLUTION

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.

IoT based signs with smart connectivity for better road safety using raspberry pi &
openweatherapi to predict weather in earlier stage leading to help the people to
slow down the speed , indicating signs using infra red sensors detecting the
traffic density which helps to take diversions in other possible ways.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

We notify the information about weather / traffic in web application

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7
and use them for customer development.

Using digital sign boards indicating information about road safety

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