

|                           |   |   |  |                            |
|---------------------------|---|---|--|----------------------------|
| Define CS, fit into CC    | <b>1. CUSTOMER SEGMENT(S)</b> <ul style="list-style-type: none"> <li>School &amp; College students</li> <li>Working people</li> <li>Aged people</li> </ul> <b>CS</b>  | <b>6. CUSTOMER CONSTRAINTS</b> <ul style="list-style-type: none"> <li>Lack of awareness about technology</li> <li>No cash</li> <li>Might think it is unnecessary</li> <li>Do not have authority</li> </ul>  | <b>5. AVAILABLE SOLUTIONS</b> <ul style="list-style-type: none"> <li>Static sign boards</li> <li>Traffic signals</li> <li>Division sign boards</li> <li>Street lights</li> </ul>   | Explore AS, differenti     |
| Focus on J&P, tap into BE | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <ul style="list-style-type: none"> <li>To reduce accidents</li> <li>Prevent traffic congestion</li> <li>Updates regarding divisions</li> <li>Speed-limit during change in weather</li> </ul> | <b>9. PROBLEM ROOT CAUSE</b> <ul style="list-style-type: none"> <li>Improper maintenance of roads</li> <li>Lack of update in current technology</li> <li>Carelessness of the drivers and authoritative person</li> </ul>  | <b>7. BEHAVIOUR</b> <ul style="list-style-type: none"> <li>Direct related: avoids over speeding, follows traffic rules, starts before time</li> <li>Indirect related: Advices to go slow, does not cause trouble to others</li> </ul>      | Focus on J&P, tap into BE, |
|                           | <b>3. TRIGGERS</b> <ul style="list-style-type: none"> <li>Passengers face accidents due to unfavourable weather conditions</li> <li>Time delay in reaching destination due to unwanted divisions</li> </ul> <b>TR</b>             | <b>10. YOUR SOLUTION</b> <p>In Smart sign boards, the temperature and weather details are obtained and accordingly the speed limit is varied. Also, the reason for division is displayed. Information about school and hospital zone is also available. To operate in different modes, buttons are available.</p> <b>SL</b> | <b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b> <p>8.1 ONLINE<br/>Create awareness in social media, give information about divisions of closing of road, weather predictions</p> <p>8.2 OFFLINE<br/>Follows traffic rules, conduct awareness</p> | TOOLS                      |

4. EMOTIONS: BEFORE / AFTER

EM

- irritated, frustrated, tensed > calm, relaxed, satisfied

campaign, prepared for unfavourable weather conditions

on J & P , t a p i