

## Project Design Phase - I ( Solution Fit )

**Project Title :** Signs with smart connectivity for better road safety **Team ID :** PNT2022TMIDI3488

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>➤ Public who uses transport</li> <li>➤ Engineers who maintain and regulate road safety</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>➤ Public who have / use automobiles(any type)</li> <li>➤ Government Transport</li> <li>➤ The vehicle should have digitally supported sensors which can be compatible with the smart sign boards</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"> <li>➤ Already available analog road safety signs which are ineffective</li> <li>➤ Signs painted on walls and roads by the corporation which disappeared or perished in a period of time</li> </ul>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>➤ Hard to maintain data accuracy</li> <li>➤ Choosing the position of placing the smart sign board</li> <li>➤ Possibility of malfunction of sensors placed in the smart sign boards</li> <li>➤ Damage of the sign boards due to external / internal factors</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>➤ Position of static sign boards is not visible and is inappropriate</li> <li>➤ There is no way to predict the weather in the desired destination through the static boards</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>➤ Static boards are not reliable to find weather in the destination</li> <li>➤ As public use various routes for travelling, prediction of the desired routes should be on hand with the weather there</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>➤ People want to make their travel easier and comfortable</li> <li>➤ Public are aware of the traffic situations around them</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>➤ Connect the smart sign boards to access the applications provided by them such as speed limitations and weather predictions</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> <ul style="list-style-type: none"> <li>➤ Online Influencers can advertise the smart sign boards through their influencing medium</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <ul style="list-style-type: none"> <li>➤ Public are not aware of the static sign boards, so the smart sign boards are introduced which is more attractive</li> </ul>		<b>8.2 OFFLINE</b> <ul style="list-style-type: none"> <li>➤ Traffic law maker should give awareness programs to the public</li> </ul>	