

Project Design Phase-I
Problem – Solution Fit Template

Date	09 October 2022
Team ID	PNT2022TMID21273
Project Name	Signs with Smart Connectivity for Better Road Safety
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for the target group.

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? Our customers are the people travelling in the roads by any means of vehicles , pedestrians , or other modes of transports.	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? Power, budget, network connection, available devices, smart communication of vehicles and signals.	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem? The current solutions are smart traffic signals.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P 1.Road side speed limits are not dynamic. 2.Road signs can be changed in some cases. 3.Road signs can be changed due to heavy rain, traffic , accidents or accordingly	9. PROBLEM ROOT CAUSE RC Speed limits are not dynamic that are causing accidents in certain cases.No automatic diversion systems.Non-coordinated traffic signals.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? Customers have written to the Government about the inconvenience faced. Tried fitting sensors along the road side to detect the vehicles.	Focus on J&P, tap into BE, understand RC
Identify strong	3. TRIGGERS TR Accidents happening on the road sides, increased waiting time for traffic signals to change , no dynamic signals .	10. YOUR SOLUTION SL Our solution is to decrease the waiting time for the vehicle owners and the passengers , decrease the accidents and others	8.CHANNELS of BEHAVIOR CH 8.1 ONLINE The customers are taking actions online by writing to the Govt on websites , commenting on the social media .	
TREN	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? Loss of job due to high waiting time in traffic , making them divert in case of accidents , non coordinated traffic system.	by making use of iot sensors which will be capable of capturing dynamic data and processing and to communicate it to the traffic signals and the vehicle owners.	8.2 OFFLINE Customers are approaching the press to get their job done .	