

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Users or customer groups include drivers, passengers, pedestrians and customers receiving shipments. Customer segmentation is nearly equal parts art and science. It doesn't need to be an exhaustive, arduous journey to identify key groups of customers; however it does require time, patience, collaboration and planning if you want to knock it out of the park.</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>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.<div>The agency uses crash data and other safety data to identify road safety problems or problem locations. Developing potential safety strategies - The agency develops potential strategies to address the identified safety problems. These strategies might also be referred to as countermeasures or treatments.</div></div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>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<div>Road safety solutions support governments and transport authorities to manage the complex issues arising from a growing population of road users. Today, more and more vehicles are on the road, leading to greater traffic congestion and environmental pollution. Therefore, it has to be ensured that the increased vehicle population does not adversely affect social costs, productivity and public healthcare spending.</div></div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS:Which jobs-to-be-done (or problems) do you address for your customers?There could be more<div>J&P</div><div>The main cause of accidents in urban areas is inadequate roads, improper planning and an increase in traffic. What are the solutions to reduce road accidents? To avoid road accidents, drive within speed limit, do not drink and drive, do not use mobile phone while driving and adhere by the traffic rules.</div></div>	<div>9. PROBLEM ROOT CAUSE:What is the real reason that this problem exists? What is the back story behind the need to do this task?<div>RC</div><div>Lack of proper information or training, unsafe systems of work, poorly maintained or unsuitable equipment, poor planning, unclear responsibilities, poor supervision. And these underlying failures are the symptoms of failure of management control which is the root cause of the majority of accidents.</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>i.e. directly related: find the right solar panel installer, calculate usage and benefits;<div>Behavioural design needs to be applied at pedestrian crossings at traffic-signal junctions. At various traffic junctions, there are two signals in view—one signal placed just after the zebra crossing and the second signal on the other side of the junction once you've crossed it .</div></div></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panelOver Speeding.<div><div><div>Drunken Driving.</div><div>Distractions to Driver.</div><div>Red Light Jumping.</div><div>Avoiding Safety Gears like Seat belts and Helmets.</div><div>Non-adherence to lane driving and overtaking in a wrong manner.s, reading about a more efficient solution in the news.</div></div></div></div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>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.<div>We can prevent this kind of accidents by using the braking system. The accidents can happened due to asleep state the driver is prevented using automatic breaking system by using eye blink sensor. The asleep can be sensed by the eye blink sensor and the blinking frequency is measured.</div></div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>ONLINE What kind of actions do customers take online? Extract online channels from #7 Driver behaviour is a contributing factor in over 90 percent of road crashes. As a consequence, there is significant benefit in identifying drivers who engage in unsafe driving practices. OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. They employ data collected using global positioning system (GPS) devices, supplemented with spatiotemporal information. These profiles are comprised of common risk scores that can be used to</div></div>	Extract online & offline CH of BE

4. EMOTIONS: BEFORE / AFTER

EM

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.

An emotionally charged person can undergo enough stress to experience tunnel vision where one is less likely to notice things happening outside the car. The observation time and reaction become slower and one maneuver in pandemonium. There is lack of precision and ability to perform driving skills and exercise reflexes.

compare drivers between each other and across time and space.



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