TEAM ID: PNT2022TMID53746

Problem-Solution fit canvas 2.0

Signs with Smart Connectivity for better Road Safety

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?

- Pedestrians
- Passengers
- Transportation operators

6. CUSTOMER CONSTRAINTS — CC

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.

- It is a low cost networking system.
- IOT devices are managed in cloud so operators can have a database.
- Use of solar power to provide power source makes renewable system.

5. AVAILABLE SOLUTIONS — AS

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

Road signs are static which needs manual replacement for abnormal conditions. Limited number of autonomous vehicle usage.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers?

- Displays Speed limit depend on weather condition and during abnormal situations.
- Displays status of road condition.
- Dynamic sign change.

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?

- Environmental Changes.
- Manual mistakes due to lack of concentration.
- Lack of Visibility.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?

- Proper Education and Training.
- Focused driving.
- Avoid drunk and drive.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing

Act according to the information that displayed on smart board.
Control the speed of the vehicle depends on the speed alert

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?

- BEFORE: Feels tensed, confused and insecure while driving
- AFTER: Feels safe and comfortable.

10. YOUR SOLUTION — SL

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.

We employ Dynamic smart signs as an alternative to static sign boards. Weather API are need to be implemented to monitor the environmental conditions such as rainfall, air pollution, fog. Road infrastructure like congestion, breakdown and vehicle information like speed, lane monitoring, vehicle position are managed by using cloud monitoring systems. Works effectively to avoid accident and traffic congestion in order to achieve a safe journey.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

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

They must register in the platform for communication with administrator.

8.2 OFFLINE

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

Follows the instruction displayed on the smart board.

Extract online & offline CH of BE

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