

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer?<div>i. e. working parents of 0-5 y.o. kids</div></div><div>pedestrians, cyclists, motorists, vehicle passengers and passengers of on-road public transport (mainly buses)</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></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><div><div><div></div><div>site-level issues, such as crash patterns at intersections, curves, or corridors.</div></div><div><div></div><div>The Vehicle should have digitally supported sensors which can be compatible with smart sign boards</div></div></div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem</div><div>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><div><div><div></div><div>Along roadways, static signs with clear directions are put as potential fixes.</div></div><div><div></div><div>Signs painted on walls and roads by corporation.</div></div></div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers?<div>There could be more than one; explore different sides.</div></div><div><div><div></div><div>Damage of sign boards due to external or internal factors.</div></div><div><div></div><div>Possibility of malfunction of sensors placed in the smart sign boards</div></div></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job?<div>i. e. customers have to do it because of the change in regulations.</div></div><div><div><div></div><div>Position of static sign boards is not visible and is inappropriate. There is no way to predict the weather in the desired destination through the static boards.</div></div></div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>What does your customer do to address the problem and get the job done?</div><div>i. e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div><div><div><div></div><div>As public use various routes for travelling, prediction of the desired routes should be on hand with the weather there.</div></div><div><div></div><div>For above case, we need GPRS which could be modified to work under minimum internet connectivity.</div></div></div></div>	

Identity Strong TR & EM	<div>3. TRIGGERS</div> <div>TR</div> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <ul style="list-style-type: none">• Values show how important something is to us. They also help us make important personal decisions. We make buying decisions every day based on our values and judgments.• The smart sign is already implemented in some countries which triggers the customers	<div>10. YOUR SOLUTION</div> <div>SL</div> <p>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.</p> <ul style="list-style-type: none">• To replace the static signboards, smart connected sign boards are used.• These smart connected sign boards get the speed limitations from a web app using weather API and update automatically.• Based on the weather changes the speed may increase or decrease• Based on the traffic and fatal situations the diversion signs are displayed.• Guide(Schools), Warning and Service(Hospitals, Restaurant) signs are also displayed accordingly.	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1ONLINE</div> <p>What kind of actions do customers take online? Extract online channels from #7</p> <ul style="list-style-type: none">• Videos , advertisements are made to educate the customers or public about the smart sign board.• Online influencers can advertise the smart sign boards through their influencing medium.. <div>8.2OFFLINE</div> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Necessary awareness program should be given to the public</p>	Extract online and offlin eCH of BE
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <p>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.</p> <ul style="list-style-type: none">• Clients will feel better after selecting an operation mode with the use of smartboard connectivity, and they will then follow the instructions on the smartboard.• The customers would be able to know weather conditions in advance before reaching the destination location.			