Project Design Phase-I
Problem – Solution Fit Template

Team ID	PNT2022TMID11787
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 ofbehavior
- 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 your targe

Template:

1. CUSTOMER SEGMENT(S)

The people who are travelling through the vehicles in road , they are customers.

6. CUSTOMER CONSTRAINTS

Constraints exist with the use of citation and enforcement data to help prevent crashes.

5. AVAILABLE SOLUTIONS

Smart traffic light and traffic control systems, artificial intelligence, the use of telematics and automotive technology.

2. JOBS-TO-BE-DONE /PROBLEMS

Create a communication between the people and sign board if the sign board not instruct at the time they may create the problem..

9. PROBLEM ROOT CAUSE

Provide information and warnings about hazards or threats which are essential to safety.

7. BEHAVIOUR

If the sensors are not working properly contact the customer care or drop a message.

3. TRIGGERS	10. YOUR SOLUTION	8.CHANNELS of BEHAVIOUR
On seeing those signs people are aware and it's being a caution so it will avoid dangerous situation.	- The purpose of making accident less environment **SIGN-SAFETY -SECURE.**	In online we use IOT based digital signs and also use static signs for offline services.
4. EMOTIONS: BEFORE / AFTER * Before using this technology there was more accident and society suffered a lot. * After using this technology, they fell easy and people being more aware.	- To increase smart facilities for road safety. - To prevent and reduce the number of road related accidents and improve road safety.	