

Define CS, fit into CC

## 1.CUSTOMER SEGMENT(S) CS

- 1.PASSENGERS WHO ARE TRAVELLING IN VEHICLES ON ROADS
- 2.SCHOOL CHILDREN AND KIDS WHO WANTS TO CROSS THE ROAD
- 3. ELDERLY PEOPLE WHO WANTS TO CROSS THE ROAD

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

## 2. JOBS-TO-BE-DONE / J&P

CUSTOMERS ARE FACING PROBLEMS DUE TO TRAFFIC CONGESTION AND RISK DUE TO POOR ROAD SAFETY MANAGEMENT LIKE GOING LATE TO THEIR DESTINATION AS WELL AS OTHER RISKS LIKE CATTLE CROSSING THE ROADS, BAD ROADS DUE TO WEATHER CONDITIONS AND ACCIDENTS BECAUSE OF EXCEEDING THE SPEED LIMIT

## 6. CUSTOMER CONSTRAINTS CC

What constraints prevent your customers from taking action or limit their choices of solutions?

- 1.ONE MAJOR CONSTRAINT IS INSTALLING SMART SIGN BOARD WITH SENSORS BASED ON IOT FOR A HIGHLY POPULATED COUNTRY
- 2.ALL THE VEHICLES MUST BE COMPATIBLE WITH THE SENSORS

## 9. PROBLEM ROOT CAUSE RC

What is the real reason that this problem exists?

THE EXACT REASON FOR THIS PROBLEM IS DUE TO EXISTANCE OF CONVENTIONAL TRAFFIC LIGHTS WHICH ARE NOT FLEXIBLE AND IT DOES NOT GIVE ANY CLARITY FOR THE PEOPLE WHO ARE TRAVELLING ON THE ROADS WHICH RESULTS IN POOR ROAD SAFETY MANAGEMENT

## 5. AVAILABLE SOLUTIONS AS

Which solutions are available to the customers when they face the problem?

INSTALLING IOT BASED SENSOR ON ROADS AND CREATING AN WEB APPLICATION THROUGH WHICH ALL THE WARNING MESSAGES AND NOTIFIATION REGARDING THE ROAD ON WHICH THEY TRAVEL IS INTIMATED [FOR EXAMPLE ANIMALS CROSSING ALERTS, BAD ROAD DUE TO WEATHER ALERTS]

## 7. BEHAVIOUR BE

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

CUSTOMER HAS TO FOLLOW THE INSTRUCTIONS BASED ON THE SIGNS ON THE SIGNS BOARDS AND THE NOTIFIATION GIVEN THROUGH THE WEB APPLICATION WHICH WILL DRASTICALLY IMPROVE THE ROAD SAFETY MANAGEMENT

Explore AS, differentiate

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

### 3. TRIGGERS

TR

What triggers customers to act?

THE HASTY MIND WHICH TELLS THEM TO REACH THEIR DESTINATION LEADS IN EXCEEDING THE SPEED LIMIT DESPITE OF THE TRAFFIC CONGESTION, WHICH RESULTS IN COLLISIONS WHICH IN TURN CAUSES FATALITIES AS WELL AS FINANCIAL PROBLEMS. POOR ROAD CONDITIONS RESULTS IN DAMAGE OF VEHICLES TIRES. ELDERLY PEOPLE AND KIDS ARE AT AN EXTREME RISK WHILE CROSSING THE ROADS

### 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.

SIGNS WITH SMART CONNECTIVITY BOARDS BASED ON IOT MUST REPLACE ALL CONVENTIONAL TRAFFIC BOARDS. THE SIGNS ON THE BOARDS WILL PROVIDE CLARITY AND UNDERSTANDING ABOUT THE DECISION TO BE TAKEN BY THE PEOPLE. WE APPLICATION WILL GIVE ALL THE NOTIFICATION REGARDING THE ROAD SITUATION

### 8. CHANNELS OF BEHAVIOUR

CH

#### 8.1 ONLINE

What kind of actions do customers take online?

PEOPLE SHOULD INSTALL ALL THE REQUIRED WEB APPLICATIONS AND UNDERSTAND HOW TO USE IT BY READING THE USER MANUAL

PEOPLE SHOULD LEARN HOW TO USE IT EFFECTIVELY BY WATCHING THE VIDEOS

#### 8.2 OFFLINE

What kind of actions do customers take offline?

TRAFFIC POLICE OFFICERS MUST CREATE AWARENESS TO THE PUBLIC BY INSISTING THE IMPORTANCE

**4. EMOTIONS: BEFORE / AFTER**



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

PEOPLE ARE MENTALLY AFFECTED BECAUSE OF ANXIETY AND RESTLESS MIND DUE TO THE UNWANTED TRAFFIC CONGESTIONS AND RISKS THEY FACE ON ROADS. THEY ARE LATE TO THEIR DESTINATION WHICH MAY AGAIN CAUSE SOME CRITICAL PROBLEMS WHICH WILL RESULT IN MENTAL DEPRESSIONS AND STRESS.