

Project design phase -1

solution fit

Project Title: Signs with Smart Connectivity for Better Road Safety

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1.CUSTOMER SEGMENT(S)

People say road kills one person every 24 seconds

6. CUSTOMER CONSTRAINTS

Identify accidents because over 50% fatal crashes on roadways with speed limit 55mph.

5. AVAILABLE SOLUTIONS

Speed limit to be displayed automatically according to the weather condition.

In fatal solutions the diversion signs are displayed automatically.

2. JOBS-TO-BE-DONE / PROBLEM J&SP

Determine the speed limit for the road on the vehicles with auto break system.

9. PROBLEM ROOT CAUSE

RC

The higher speed,the higher accident risk and the more severe the accident consequences.

7. BEHAVIOUR

BE

Protect the persons from accidents.

<p><u>3. TRIGGER</u> TR</p> <p><u>Causes on road traffic:</u></p> <p>Traveltime,mobility,accessibility,impacts on environment.</p>	<p><u>10. YOUR SOLUTION</u> SL</p> <p>Simple programming modes of traffic in order to avoid congestion and to improve traffic</p> <p>smart programming and digitization can be used to control traffic light operations in both larger and smaller urban areas.</p>	<p><u>8. CHANNELS of BEHAVIOUR</u> CH</p> <p>8.1 ONLINE</p> <p>The speed limitation &diversion signs must be updated in whatsapp web</p> <p>8.2 OFFLINE</p> <p>Strict enforcement and implementation of law on equality basis plays a vital role in road safety.</p>
<p><u>4. EMOTIONS: BEFORE / AFTER</u></p> <p><u>BEFORE</u></p> <p>For every 1% increase in mean speed there is a 4% increase in fatal crash</p> <p><u>After</u></p> <p>Use new technology such as smart light traffic system and traffic control system are implemented EM</p>		