

Project Design Phase-I
Problem – Solution Fit Template

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID14814 |
| 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 of behavior.
- ☐ 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 target group.**

Template:

| Problem-Solution fit canvas 2.0 | | Project Design Phase-I - Solution Fit Template | | Team ID: PNT2022TMID14814 | |
|--|--|---|--|--|--|
| Project Name: Signs with Smart Connectivity for Better Road Safety | | | | | |
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids Highway Division | 6. CUSTOMER CONSTRAINTS 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. The impact of the network on the tests is a significant and unexpected element. Given the quantity of sensors, this IoT-based system I successful in simulating a large-scale smart Road setting. | 5. AVAILABLE SOLUTIONS 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 Along roadways, static signs with clear directions are put as potential fixes which gives clear solution. | Explore AS, differentiate | |
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| Focus on J&P, tap into BE, understand RC | 2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides. There may different duties, the Smartboard Connectivity is in charge of keeping correct temperature sensor readings and should inform the board of the speed of the customer's vehicle. | 9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. If there was no internet connection, no sensor readings from the weather would alter the speed restriction. Unnecessary pressing of the accident indicator button by anyone could lead to problems. | 7. BEHAVIOUR What does your customer do to address the problem and get the job done? 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) As a teacher, the IOT cloud updates the smart board on the condition of the roads on a regular basis so that the customer would address the problem and get the job done. | Focus on J&P, tap into BE, understand RC | |
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| Identify strong TR & EM | 3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Weather will be bad most of the time. The car ought to be travelling at its threshold speed. To alert the customer, the sensor value should be shown on the smart board. | 10. YOUR SOLUTION 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. We employ smart linked sign boards as an alternative to static signboards. With the help of a web app and weather API, these intelligent connected sign boards automatically update with the current speed limits. The speed may rise or fall in response to variations in the weather. The display of diversion signs is determined by traffic and potentially fatal situations. As appropriate, there are also signs that read: "Guide (Schools), Warning, and Service" (Hospitals, Restaurants).Using buttons, it is possible to choose from a variety of operating modes. | 8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 The departments can receive direct emails or messages from customers. (Officers on nearby patrol). 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Following directions is one of the major tasks for the traveller, but they can utilize the smartboard signs to check the state of the road from wherever they are standing. | Extract online & offline CH of BE | |
| | 4. EMOTIONS: BEFORE / AFTER 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. Clients will feel better after selecting an operation modewith the use of smartboard connectivity, and they will then follow the instructions on the smartboard. | | | | |



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