

Project Design Phase-I
Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID14966
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:

Project Title: Signs with Smart Connectivity for Better Road Safety		Project Design Phase-I - Solution Fit Template		Team ID: PNT2022TMD14966	
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? I.e. working parents of 0-5 y.o. kids Highway Signals	6. CUSTOMER CONSTRAINTS CC 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. When the connection or network breaks it causes the communication between the vehicle and the cloud breaks.	5. AVAILABLE SOLUTIONS AS 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 In the roadways, signs with correct directions gives clear solution.	Explore AS, differentiate	
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. The boards which are used for signaling should keep track of temperature sensor and should inform the board about the speed of Customer's vehicle.	9. PROBLEM ROOT CAUSE RC 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 the connection between the sensor and the board breaks there will be weather alerts. Unnecessary pressing of indicator buttons by anyone would lead to problems.	7. BEHAVIOUR BE 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) The IOT cloud updates the smart boards so that the the customer can get the job done easily.		Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. The sensors in the board will alert the customers will by displaying about the weather. As weather causes most of the accidents.	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. 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. With the help of weather API and an application we can use smart boards in alternative to static sign boards which informs about the weather conditions ahead. It provides instant support and safe journey.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 The officers can receive the messages from from the customers. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. By using smartboards to check the state of the weather and roads instead of only direction boards.	Identify strong TR & EM	
	4. EMOTIONS: BEFORE / AFTER EM 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. Based on the readings of the sensor the customers can change operation mode with the use of smart board and will follow the instructions from the smart board.				