1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Drivers
- Passengers
- Highway Division

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.

- No money
- Lack of awareness about Technology
- Might think unnecessary

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

- This project can withstand better than man made static signs.
- Along roadways, static signs with clear direction put as potential fixes which gives clear solutions

Define CS, fit into CC

Explore AS, differentiate

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.

- Reduce accidents
- Prevent traffic congestion
- Updates regarding diversions
- Speed limit during change in weather

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.

Customer have to do it because of

- Improper maintenance of roads
- Lack of update in current technology
- Carelessness

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)

Directly related: Avoids over speed, follow traffic rules

Indirectly related: Advices to go slow, do not cause trouble to others

Focus on J&P, tap into BE,

Focus on J&P, tap into BE,

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.

Poor weather condition prevails. The vehicle should move with threshold speed. The sensor value should be shown on the smart board to alert customer.

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.

We employ smart linked boards as an alternative to static signboards. With the help of weather app and weather API, these sign boards get automatically updated. The speed

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

8.1 ONLINE: Create awareness using social media, give information about diversions, weather predictions

8.2 OFFLINE: Follow traffic rules, be prepared for

4. EMOTIONS: BEFORE / AFTER **EM**	may increase or decrease in response to variations in weather. The diversion signs ae determined by traffic and potentially fatal situations.	unfavorable weather conditions
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. BEFORE: Irritated, frustrated, tensed AFTER: Calm, relaxed		