PROBLEM SOLUTION FIT

**Project title: SIGNS WITH SMART CONNECTIVITY FOR BETTER ROAD SAFETY Team ID:** PNT2022TMID30625

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

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

**AS**

**5. AVAILABLE SOLUTIONS**

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

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

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

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1.CUSTOMER SEGMENT(S)**

**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**

**Explore AS, differentiate**

**Define CS, fit into CC**

**BE**

**7. BEHAVIOUR**

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 NOTIFIACTION GIVEN THROUGH THE WEB APPLICATION WHICH WILL DRASTICALLY IMPROVE THE ROAD SAFETY MANAGEMENT

**RC**

**9. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists?

THE EXACT REASON FOR THIS PROBLEM IS DUE TO EXISTANCE OF COVENTIONAL 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

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

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

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

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

**M**

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| **Identify strong TR & EM** | **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 INTURN 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 COONECTIVITY BOARDS BASED ON IOT MUST REPLACE ALL COVENTIONAL TRAFFIC BOARDS . THE SIGNS ON THE BOARDS WILL PROVIDE CLARITY AND UNDERSTANDING ABOUT THE DECSION TO BE TAKEN BY THE PEOPLE .WE APPLICATION WILL GIVE ALL THE NOTIFICATION REGARDING THE ROAD SITUATION | **8.CHANNELS OF BEHAVIOUR CH**   * 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  **8.2OFFLINE**  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 EM**  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. |