Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS

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

- Public who uses transport

- Officers who maintain and regulate road safety

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.

- Public who have/use automobiles(any type)

- Government Transport

- The vehicle should have digitally supported sensors which canbe compatible with the smart sign boards

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

- Already available analog road safety signs which are ineffective

- Signs painted on walls and roads by the corporation which disappeared or perished in a period of time

- Non reliable and rigid road safety signs which gets damaged during natural disaster or calamity

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.

- Hard to maintain data accuracy

- Choosing the position of placing the smart sign board

- Possibility of malfunction of sensors placed in the smart sign boards

- Damage of the sign boards due to external/ internal factors

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.

- Position of static sign boards is not visible and is inappropriate

- There is no way to predict the weather in the desired destination through the static boards

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)

- As public use various routes for travelling, prediction of the desired routes should be on hand with the weather there

- Static boards are not reliable to find weather in the destination

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.

- People want to make their travel easier and comfortable

- Public are aware of the traffic situations around them

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.

- Public are not aware of the static sign boards, so the smart sign boards are introduced which is more attractive

- People get more info about the needful resources in the route

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.

- Connect the smart sign boards to access the applications provided by them such as speed limitations and weather predictions

8. CHANNELS of BEHAVIOUR — CH

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

- Video tutorial is made to educate the public about the smart sign board

- Online influencers can advertise the smart sign boards through their influencing medium

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

- Traffic law maker should give awareness programs to the public