

Project Design Phase-I
Problem – Solution Fit Template

DATE : 19 SEPTEMBER 2022
TEAM ID : PNT2022TMID26590
PROJECT NAME : SIGNS WITH SMART
CONNECTIVITY FOR BETTER
ROAD SAFETY
MAXIMUM MARK : 4 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:

<u>1. CUSTOMER SEGMENT(S)</u> People say road kills one person every 24 seconds	<u>6. CUSTOMER CONSTRAINTS</u> Identify accidents because over 50% fatal crashes on roadways with speed limit 55mph.	<u>5. AVAILABLE SOLUTIONS</u> Speed limit to be displayed automatically according to the weather condition. In fatal solutions the diversion signs are displayed automatically.
<u>2. JOBS-TO-BE-DONE / PROBLEM</u> Determine the speed limit for the road on the vehicles with auto break system.	<u>9. PROBLEM ROOT CAUSE</u> The higher speed, the higher accident risk and the more severe the accident consequences.	<u>7. BEHAVIOUR</u> Protect the persons from accidents.

<p>3. TRIGGER TR</p> <p><u>Causes on road traffic:</u></p> <p><u>Traveltime,mobility,accessibility,imp</u> acts on environment.</p>	<p>10. YOUR SOLUTION SL</p> <p>Simple programming modes of traffic in order to avoid congestion and to improve traffic smart programming and digitization can be used to control traffic light operations in both <u>larger</u> and smaller urban areas.</p>	<p>8.CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE The speed limitation &diversion signs must be updated in <u>whatsapp</u> web</p> <p>8.2 OFFLINE Strict enforcement and implementation of law on equality basis plays a vital role in road safety.</p>
<p>4. EMOTIONS: BEFORE / AFTER</p> <p><u>BEFORE</u></p> <p>For every 1% increase in mean speed there is a 4% increase in fatal crash</p> <p><u>After</u></p> <p>Use new technology such as smart light traffic system and traffic control system are implemented EM</p>		