

<b>CUSTOMER SEGMENT</b>  Government and Industry	<b>CUSTOMER CONSTRAIN</b>  Lack of accurate information Insufficient technology	<b>AVAILABLE SOLUTION</b>  Updating the signs manually
<b>JOBS-TO-BE-DONE / PROBLEMS</b>  Need to update the signs according to the climatic conditions.  Need to update the signs through cloud.	<b>PROBLEM ROOT CAUSE</b>  Instability and standard signs for all the conditions which may not be suitable for all the conditions	<b>BEHAVIOUR</b>  Focus on updating the signs through cloud services which is time saving and cost efficient
<b>TRIGGERS</b> Wet roads  <b>EMOTIONS</b>  Before: Sudden approach may distract the driver and lead to accidents  After: Alert gives the driver a clear vision of the hindrance ahead and make decision accordingly.	<b>YOUR SOLUTION</b>  Budling the cloud-based updating of signs will be helpful for the instant and accurate for the conditions-based signs with in a less time.	<b>CHANNELS of BEHAVIOUR</b>  Online: Easy to update and its time saving and cost-efficient method.  Offline: It is time consuming and cost is more to make changes and it's a static way of displaying