

1. CUSTOMER SEGMENT(S)

CS

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

In the region as well as the increased adoption of IoT automation technol.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action on it in their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices

Never use a mobile phone while driving and to aware to follow the sign and signals during driving.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem in order 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 a alternative to digital one taking

*Follow the railways rule and listening the alarm.
*Drive in the prescribed speed limits on the various tracks.

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 explored different sides

*Provide a Various track, especially for smart railways. Best practices from youth initiatives are not shared in a broader network.

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.

*Speeding and accident occur due to time error.
*Ignorance of signs and rules the major root and the cause of accident.

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 in the store; calculate usage and benefits; indirectly associated: customers spend free time on volunteer work (i.e. Greenpeace)

*Don't use Mobile Phone while driving.
*Wearing Seat Belts
*Don't drink and drive under the influence of drugs.

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing the neighbour installing solar panels, reading about more efficient solution in the news

Keep a check on speeding vehicles and making the use of seat belts for rear passengers mandatory.

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 in your communication strategy & design

Stress, fear, anxiety and other emotional states of mind can and will impair your driving ability.

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.

*Variable Message Signs
*To fix the speed indication display.

8. CHANNELS of BEHAVIOUR

CH

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

Web app through which you can enter the data of the track & the data is retrieved & displayed on the sign boards accordingly.

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

It proposes a system which has digital sign boards on which the signs can be changed dynamically.