# Problem-Solution Fit canvas

**ProjectTitle**: Signs with smart connectivity for better road safety
**TeamID**: PNT2022TMID30265

**ProjectDesignPhase–I:** SolutionFitTemplate

Define CS, fit into CL

## 1. CUSTOMER SEGMENT(S) — CS

To improve safety and reduce road crash casualties.

## 6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES — CL

Budget and Available device.

## 5. AVAILABLE SOLUTIONS PROS & CONS — AS

High quality safety data should be used to determine the nature of the road safety ,used to identify safety on a large or a small scale,such as roadway's, traffic volume, driver history.

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

## 2. PROBLEMS / PAINS + ITS FREQUENCY — PR

Roads are used for general transport purposes, but they can be deadly as well. More than half of all road traffic deaths and injuries involve vulnerable road users, such as pedestrians, cyclists and motorcyclists and their passengers.

## 9. PROBLEM ROOT / CAUSE — RC

Data will be the performance measures used to identify the road safety emphasis areas and serious injury crashes as performance measures for road safety.

## 7. BEHAVIOR + ITS INTENSITY — BE

Find the data of the public and take measures accordingly.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

## 3. TRIGGERS TO ACT — TR

Create a user crash data and other safety data to identify road safety problems or problem locations.

## 4. EMOTIONS BEFORE / AFTER — EM

The customer feels insecure, panic, afraid when they face a problem, after that they feelconfident and safety.

## 10. YOUR SOLUTION — SL

It will develop potential strategies to address the identified safety problems. These strategies might also be referred to as countermeasures or treatments.

## 8. CHANNELS of BEHAVIOR — CH

ONLINE

Install the data and operate the system software.

OFFLINE

Data setup

Extract online & offline CH of BE