

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <p>It provides us with certain rules and regulations that describe how one should use roads diligently and in a proper way</p>	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES CL <p>Budget and Available device</p>	5. AVAILABLE SOLUTIONS PROS & CONS AS <p>When two cars pass from the opposite side of a mountaincurve the IR sensor senses the car and LEDcolour changes to red and raises the buzzer giving signal of danger</p>	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR <p>Many roads have insufficient capacity, poor sidewalks, unlimited crossings and a lack of road equipment and safety measures.</p> <p>The emotional impact of the accident itself as well as related injuries can lead to depression, withdrawal, isolation, feelings of hopelessness and suicidal thoughts.</p>	9. PROBLEM ROOT / CAUSE RC <p>Lack of proper information or training, unsafe systems of work, poorly maintained or unsuitable equipment, poor planning, unclear responsibilities, poor supervision</p>	7. BEHAVIOR + ITS INTENSITY BE <p>The behavior such as age, experience, gender, attitude, emotions, fatigue, drowsiness, driving conditions</p>	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <p>Create awareness among the road users on road safety aspects, with particular focus on drunken driving and over speeding.</p>	10. YOUR SOLUTION SL <p>IR sensor senses the car and LED colour changes to red and raises the buzzergiving signal of danger and then it changes oneLED colour into green to allow the one car topass and then the other LED colour turnsgreen. In this way we can prevent theaccidents of curved road.</p>	8. CHANNELS of BEHAVIOR CH <p>ONLINE</p> <p>Install and operate the IR Sensor detectionsystem software.</p> <p>OFFLINE</p> <p>Sensor Setup</p>	Extract online & offline CH of BE
	4. EMOTIONS BEFORE / AFTER EM <p>The people feels panic, afraid when they face a problem, after that they feel confident and safety.</p>			