

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> School & College students Working people Aged people 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Lack of awareness about technology No cash Might think it is unnecessary Do not have authority 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Static sign boards Traffic signals Diversion sign boards Street lights 	Explore AS, differential
Focus on J&P, tap into BE,	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> To reduce accidents Prevent traffic congestion Updates regarding diversions Speed-limit during change in weather 	9. PROBLEM ROOT CAUSE PC <ul style="list-style-type: none"> Improper maintenance of roads Lack of update in current technology Carelessness of the drivers and authoritative person 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Direct related: avoids over speeding, follows traffic rules, starts before time Indirect related: Advices to go slow, does not cause trouble to others 	Focus on J&P, tap into BE,
	3. TRIGGERS TR <ul style="list-style-type: none"> Passengers face accidents due to unfavorable weather conditions Time delay in reaching destination due to unwanted diversions 	10. YOUR SOLUTION SL <p>In Smart sign boards, the temperature and weather details are obtained and accordingly the speed limit is varied. Also, the reason for diversion is displayed. Information about school and hospital zone is also available. To operate in different modes, buttons are available.</p>	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE Create awareness in social media, give information about diversions or closing of road, weather predictions</p> <p>8.2 OFFLINE Follows traffic rules, conduct awareness campaign, prepared for unfavorable weather conditions</p>	Focus on J&P, tap into BE,
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Irritated, frustrated, tensed > calm, relaxed, satisfied 			