

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Government to implement the traffic lights on the street, big company's use signals inside there campus</div> <div>CS</div>	<div>5. CUSTOMER CONSTRAINTS</div> <div>If the product produced is of low quality it will not be liked by the customer, when the price is high , if it is not manufactured properly it affects the selling</div> <div>CC</div>	<div>7.AVAILABLE SOLUTION LED light traffic controller, printed boards to display the speed limit , diversion etc. <small>What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper</small></div> <div>AS</div>	Explore AS, different
	<div>2. JOBS-TO-BE-DONE / PROBLEMS To improve the road safety and to reduce the accidents and for the better life of humans</div> <div>Focus on J&P, tap into BE, understand RC</div>	<div>6. PROBLEM ROOT CAUSE</div> <div>The main reason behind doing this project is to improve the road safety, for the peaceful journey of people.</div> <div>RC</div>	<div>8. BEHAVIOUR</div> <div>The deign should be useful to all kind of people and should be available at affordable price.</div> <div>BE</div> <div>Focus on J&P, tap into BE, understand RC</div>	

<div>3. TRIGGERS</div> <div>While installing this kind of digital things the first thing that arise is radio waves , wheather it will affect our health and for what purpose they are implementing this .</div> <div>TR</div>	<div>10. YOUR SOLUTION</div> <div>My solution for this to create digital boards and display the messages in digital boards, so during rainy days it will show according to that and during sunny</div> <div>SL</div>	<div>9.CHANNELS of BEHAVIOUR</div> <div>9.1ONLINE They can publish it on any kind of social media and make it a great impact</div> <div>9.2OFFLINE By making posters and making awareness.</div> <div>CH</div>	Define
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<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>When the project will be developed by a company, many triggers will come, income and cost estimation is difficult and when feedback will come from the customer.</div>	<div>days it shows accordingly.</div>	
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