Project Design Phase-I - Solution Fit Template

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Project Title: Signs with smart connectivity for better road safety

Define CS, fit into CC.			Explore AS, Differentiate
1.CUSTOMER SEGMENTS It satisfies all customers who drives any kind of vehicle.	**6. CUSTOMER CONSTRAINTS** • Network connectivity problems. • Increase in toll gate charges or tax amount.	**5.AVAILABLE SOLUTION** Static signboards are now available which simply provide constant information about the speed limits, warnings inorder to have a safe travel. But there might be some unexpected weather change due to which some other path must be taken.	
Focus on J&P, tap into BE, understand RC			**Focus on J&P, tap into BE, understand RC**
2. JOBS-TO-BE-DONE/PROBLEMS • By getting information regarding the change in weather conditions, customer can able to find out the path from the web app. • Warnings regarding lowering speeds at the location of hospitals and schools are displayed on the smart sign board • Based on traffic and fatal situations, diversion signs are also displayed	**9.PROBLEM ROOT CAUSE** Road transport drivers find it hard to get adapted to the changes prevailing in the weather, traffic, other fatal situations and thereby applying suitable driving measures like increasing/ decreasing speeds and taking diversion measures accordingly becomes a challenging task. Therefore, smart signboards that provide timely updation are employed.	**7. BEHAVIOUR** • Choosing a right choice of IOT boards. • Check internal connections and other working requirements if any component is at fault.	

Identify strong TR &EM

3. TRIGGERS

- Creating awareness among the public to use the web app.
- Reading a more efficient solution among static and smart sign boards and choosing a better solution.

4.EMOTIONS-BEFORE/AFTER

BEFORE: Feeling unsafe ,Takes more time to reach.
AFTER: Safe to travel , Reaching on-time, Accident prevention.

10.YOUR SOLUTION

Rather than using static signboards, smart sign boards can be used which gives the timely updated information regarding roads, roads diversion measures and change in weather is being displayed through the web application developed.(through IOT boards-information is received and processed)

8. CHANNELS OF BEHAVIOUR

8.1. ONLINE: Surfing the network regarding issues arised.
8.2. OFFLINE: Approaching an engineer for service who knows more about this product.

Identify strong TR &EM