

Project Design Phase-I
Problem – Solution Fit Template

Date	01 October 2022
Team ID	PNT2022TMID52558
Project Name	Signs with smart connectivity for better road safety
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Project Title :Signs with smart connectivity for better road safety

Team ID: PNT2022TMD52558

Project Design Phase-I -Solution Fit Template

Define CS, fit into CC		Explore AS, differentiate	
1. CUSTOMER SEGMENT(S) CS <ol style="list-style-type: none"> 1. Passengers 2. This is useful for drivers those who are travelling Different road structures. 	6. CUSTOMER CONSTRAINTS CC <p>Customers no need to spend any money , power, network Connection. These project will available anytime until it gets damaged.</p>	5. AVAILABLE SOLUTIONS AS <p>This project can stand better than man made painted in signs. This project gives proper and clear understanding traffic signs and day to day current weather condition.</p>	
2. JOBS-TO-BE-DONE / PROBLEMS J&P <ol style="list-style-type: none"> 1. It educates people about traffic signs who are travelling in roads. 2. Showing different weather conditions and Indicating Temperature Values for passenger Convenience. 	9. PROBLEM ROOT CAUSE RC <p>Most people are not following traffic conditions & not trying to have knowledge about various traffic signs. Back story: Most of the people forget to wear seat belts And using mobile phones during travelling due to this This type of behaviour it leads to major road accidents.</p>	7. BEHAVIOUR BE <p>The Digital signs educating the customers and the smart Weather condition detection, this helps the customer to address the problems and get job done.</p>	Focus on J&P, tap into BE, understand RC
3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. <ol style="list-style-type: none"> 1. Not every people have knowledge about various traffic signs so, it helps some people about the different traffic signs. 2. Conditions of the weather can't be predictable in some of the times so it shows temperature values to the people who are travelling in roads or highways. 	10. YOUR SOLUTION SL <p>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. Nowadays road signs and speed limits are static, road signs and speed limits can't be changed in some cases. If we replace static</p>	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Customers can address their feedback through app or mail to get their job done.</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Customer can address their feedback through toll free number or text messaging.</p>	

Focus on J&P, tap into BE, understand RC

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- Some people don't have basic knowledge about various traffic signs & cannot predict weather conditions while travelling so, due to that most of the road accidents happening.
- After implementing this project it helps and educate the people about various traffic signs & indicating the current weather condition to the passengers. Due to this we can prevent major road accidents

EM

signs with dynamic signs, the signs can be changed at any time and anywhere, even we can change the signs during a sudden change in weather conditions or if any accidents happened we can change the signs & tell the people to have another route or direction. If we replace ordinary signs with smart signs a large number of happening accidents can be reduced and we can save a lot of time by reducing the traffic. Even this type of system is helpful for education and medical institutions.