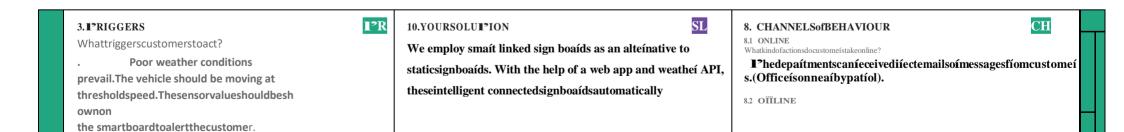
## ProjectDesignPhase-I -SolutionFitTemplate

Signswith SmartConnectivityforBetterRoadSafety

1. CUS PO MF	6 CHS P?O  What constraints prevent your customer's from taking action of limit their choices of solutions?  Pheimpactofthenetworko nthetestswasa	5.AVAILABLESOLUPIONS Alongíoadways,stati
2.JOBS-PO-BE-DONE //PROBLEMS Whichjobs-to-be- done(ofpfoblems)doyouaddfessfofyoufcus tomefs?  Among its many	9.PROBLEMROOL CA USE  NoSensoffeadi would alteithes ion asnonposenton Unnecessary pressing of the	7.BEHAVIOUR  Asateacheí,theIO 1° clou dupdatesthe smaítboaídon



## 4.EMO1°IONS:BEÏORE/AÏ1°ER

theinstiuctionsonthesmaitboaid.

Howdocustomeís feelwhen theyfaceapíoblemoíajoband afteiwaíds?

Clients will feel betteiaftei selecting an opeiationmodewith theuseofsmaitboaidconnectivity, and they will then follow



updatewiththecuííentspeedlimits. I hespeedmayíiseoífall iníesponsetovaíiationsintheweatheí. I hedisplayof diveísionsignsaíedeteíminedbytíafficandpotentiallyfatalsituations. Asappíopíiate, theíeaíealsosignsthatíead "Guide(Schools), Waíning, and Seívice" (Hospitals, Restauíants). Using buttons, it is possible to choose fíom

What kind of actions do customers take offline? Following directions is one of the main tasks for thetraveler, but they can utilize the smartboard signs tocheck the state of the food from where verthey are.

Restauíants). Using buttons, it is possible to choose fíom avaíietyofopeíatingmodes.