

## Project Design Phase-I

### Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID46743
Project Name	Project - 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.**

#### Template:

**Problem-Solution fit canvas 2.0**

Signs with Smart Connectivity for Better Road Safety

<div style="background-color: #f8d7da; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">1. CUSTOMER SEGMENT(S)</div> <div style="text-align: right; font-weight: bold; font-size: 0.7em; color: #007bff;">CS</div> <p>Who is your customer?</p> <ul style="list-style-type: none"> <li>highway division</li> <li>Passenger</li> </ul>	<div style="background-color: #fff3cd; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">6. CUSTOMER CONSTRAINTS</div> <div style="text-align: right; font-weight: bold; font-size: 0.7em; color: #ffc107;">CC</div> <p>What constraints prevent your customers from taking action or limit their choices of solutions?</p> <p>The impact of the network on the tests was a significant and unexpected element. Given the quantity of sensors, this IoT-based system was successful in simulating a large-scale smart agricultural setting.</p>	<div style="background-color: #d1ecf1; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">5. AVAILABLE SOLUTIONS</div> <div style="text-align: right; font-weight: bold; font-size: 0.7em; color: #17a2b8;">AS</div> <p>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have?</p> <p>Along roadways, static signs with clear directions are put as potential fixes.</p>
<div style="background-color: #fff3cd; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">2. JOBS-TO-BE-DONE / PROBLEMS</div> <div style="text-align: right; font-weight: bold; font-size: 0.7em; color: #ffc107;">J&amp;P</div> <p>Which jobs-to-be-done (or problems) do you address for your customers?</p> <p>Among its many duties, the Smartboard Connectivity is in charge of keeping correct temperature sensor readings and informing the board of the speed of the customer's vehicle.</p>	<div style="background-color: #fff3cd; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">9. PROBLEM ROOT CAUSE</div> <div style="text-align: right; font-weight: bold; font-size: 0.7em; color: #ffc107;">RC</div> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job?</p> <p>No sensor readings from the weather would alter the speed restriction if there was no internet connection. Unnecessary pressing of the accident indicator button by some people could lead to problems.</p>	<div style="background-color: #fff3cd; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">7. BEHAVIOUR</div> <div style="text-align: right; font-weight: bold; font-size: 0.7em; color: #ffc107;">BF</div> <p>What does your customer do to address the problem and get the job done?</p> <p>As a teacher, the IOT cloud updates the smartboard on the condition of the roads on a regular basis.</p>
<div style="background-color: #d1ecf1; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">3. TRIGGERS</div> <div style="text-align: right; font-weight: bold; font-size: 0.7em; color: #17a2b8;">TR</div> <p>What triggers customers to act? I.e. seeing their neighbour installing</p> <p>Poor weather conditions prevail. The vehicle should be moving at threshold speed. The sensor value should be shown on the smart board to alert the customer.</p>	<div style="background-color: #d1ecf1; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">10. YOUR SOLUTION</div> <div style="text-align: right; font-weight: bold; font-size: 0.7em; color: #17a2b8;">SL</div> <p>We employ smart linked sign boards as an alternative to static signboards. With the help of a web app and weather API, these intelligent connected sign boards automatically update with the current speed limits. The speed may rise or fall in response to variations in the weather. The display of diversion signs is determined by traffic and potentially fatal situations. As appropriate, there are also signs that read "Guide (Schools), Warning, and Service" (Hospitals, Restaurants). Using buttons, it is possible to choose from a variety of operating modes.</p>	<div style="background-color: #d1ecf1; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">8. CHANNELS of BEHAVIOUR</div> <div style="text-align: right; font-weight: bold; font-size: 0.7em; color: #17a2b8;">CH</div> <p>3.1 ONLINE</p> <p>What kind of actions do customers take online?</p> <p>The departments can receive direct emails or messages from customers. (Officers on nearby patrol).</p> <p>3.2 What kind of actions do customers take offline?</p> <p>Following directions is one of the main tasks for the traveller, but they can utilise the smartboard signs to check the state of the road from wherever they are.</p>
<div style="background-color: #d1ecf1; padding: 2px; text-align: center; font-weight: bold; font-size: 0.8em;">4. EMOTIONS: BEFORE / AFTER</div> <div style="text-align: right; font-weight: bold; font-size: 0.7em; color: #17a2b8;">EM</div> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>Clients will feel better after selecting an operation mode with the use of smartboard connectivity, and they will then follow the instructions on the smartboard.</p>		

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