


Project Title: Signs with Smart Connectivity for Better Road Safety
Project Design Phase-I - Solution Fit Template
Team ID: PNT2022TMID48642

Problem-Solution Fit canvas		Purpose / Vision	Version:
Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <p>smart vehicles Drivers</p>	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <p>- Installation of devices in car and roads are expensive - Speed detection indication is not suitable in emergency situation</p>	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> <p>- Physical sign boards, which provide direction and instruction to drivers. - ILD sensor collects the traffic flow, vehicle's occupancy, length and speed</p>
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <p>- wetness in the road makes the roads slippery which may leads to accident - The road condition (pits and holes) was not sensed priorly which may lead the vehicles to the unstable condition</p>	9. PROBLEM ROOT / CAUSE RC <p>Due to high installation process and devices are too expensive, Users can't afford to install the devices.</p>	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <p>Drivers acts safe and stressfree in smart roads</p>
Focus on PR, tap into BE, understand RC	3. TRIGGERS TO ACT TR <p>- Safe ride in smart road technology - Reduce traffic time by finding best route to avoid traffic</p>	10. YOUR SOLUTION SL <p>- IOT sensor to monitor the road's condition and passes the signal to the vehicle. - Temperature and humidity sensors is used to check the road's moisture to initiate the speed. - Sign boards on the road can be replaced with the digital signs</p>	8. CHANNELS of BEHAVIOR CH <p>ONLINE Driver share their experience in social media so that the people will get know about the latest technology OFFLINE Driver share their experience to people by words</p>
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <p>- Before being in smart roads drivers felt unsafe because physical signs is not visible during night time which may lead to accident - After being in smart road drivers feel safe to drive because of digital signs and sensors</p>		
Identify strong TR & EM			Extract online & offline CH of BE

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 Designed by Daria Neprikhina / ideahackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.

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