Define CS, fit into CC

Explore AS, differentiate

1. CUSTOMER SEGMENT(S) `CS`

A user who wants to travel safely irrespective of type of transport on the roads.

6. CUSTOMER CONSTRAINTS `CC`

- Proper network connection.
- Data Accuracy.
- Availability of proper devices.
- Fear of budget.

5. AVAILABLE SOLUTIONS `AS`

By replacing the static signboards, smart connected signboards are used. Based on traffic and fatal situations The diversion signs are displayed.

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

- To provide better safety for travellers by providing information about traffic, road conditions, weather conditions and nearby places.

9. PROBLEM ROOT CAUSE `RC`

Lack of proper awareness about road safety and no proper knowledge about traffic rules.

7. BEHAVIOUR `BE`

User must use this technology and have information about traffic and weather conditions etc and travel accordingly.

3. TRIGGERS **TR**

Fear of accidents ie) By what they see during the travel and hearing news about accidents who travel without proper precautions.

4. EMOTIONS: BEFORE / AFTER **EM**

Wants to travel on the road -> About to make an accident -> feeling fearful -> follows traffic rules and take necessary precautions.

10. YOUR SOLUTION **SL**

These smart connected sign boards get the speed limitations from a web app using weather API and update automatically.
Based on the weather changes the speed may increase or decrease.
Based on the traffic and fatal situations the diversion signs are displayed.
Guide(Schools), Warning and Service(Hospitals, Restaurant) signs are also displayed accordingly.
Different modes of operations can be selected with the help of buttons.

8. CHANNELS of BEHAVIOUR **CH**

ONLINE
- Calling customer care
- Mailing

OFFLINE
- Going to service center