

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

1. Passengers
2. This is useful for drivers those who are travelling painted  
In Different road structures.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Customers no need to spend any money , power, network  
  
Connection. These project will available anytime until it  
Gets damaged.

5. AVAILABLE SOLUTIONS

AS

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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

this project can with stand better than man made  
  
signs.  
This project gives proper and clear understanding about  
traffic signs and day to day current weather conditions.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

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

What is the real reason that this problem exists?  
What is the back story behind the need to do  
this job?  
i.e. customers have to do it because of the change in  
regulations.

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.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job  
done?  
i.e. directly related: find the right solar panel installer, calculate usage and benefits;  
indirectly associated: customers spend free time on volunteering work (i.e.  
Greenpeace)

The Digital signs educating the customers and the smart  
Weather condition detection, this helps the customer to  
address the problems and get job done.

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

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing  
solar panels, reading about a more efficient solution in the news.

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

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

8. CHANNELS of BEHAVIOUR

CH

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.

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

Identify strong TR & EM	<p><b>4. EMOTIONS: BEFORE / AFTER</b></p> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</p> <p><b>EM</b></p> <ul style="list-style-type: none"> <li>Some people don't have basic knowledge about various traffic signs &amp; cannot Predict weather conditions while travelling.so, due to that most of the road accidents happening.</li> <li>After implementing this project it helps and educate the people about various traffic signs &amp; indicating the current weather condition to the passengers. Due to this we can prevent major road accidents.</li> </ul>	<p>replace static 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 &amp; 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.</p>	<p>messaging .</p>	Identify strong TR & EM
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