

**1. CUSTOMER SEGMENT(S)****CS**

This intelligent transport system mainly contribute to all automobile drivers like public transport drivers, Car drivers , Ambulance drivers, School bus drivers, Goods transport truck drivers etc for their efficient Road safety management

**6. CUSTOMER****CC**

The constraints that prevent customers from taking actions and limit of their choices are No proper financial resource for implementing this product in their automobiles , since the project runs based on internet no proper network may be the major constraint considered,Determined customer Budget ,No high quality GPS device available in the user's Automobile, No proper knowledge about the emerging technologies

**5. AVAILABLE SOLUTIONS****AS**

The previous available solution before smart sign boards are static signboards , fast lane and slow lane.

**PROS :**

Does not require high quality Equipements (like GPS) or Network services

**CONS :**

There will be a possibility of human error.

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

To replace the static signboards with smart connected sign boards, These smart sign boards get the speed limitations from a web app using weather API and update automatically. Based on the weather changes the required speed limits are advised and for traffic and fatal situations the diversion signs are displayed. Guide(Schools), Warning and Service(Hospitals, Restaurant) signs are also displayed accordingly.

**9. PROBLEM ROOT CAUSE****RC**

- Chances of Accident
- For better time Management
- For better fuel usage in efficient manner.
- Stress management caused by traffic

**7. BEHAVIOUR****BE**

The customer should analyse on their problem and to gather information about the available solutions that will relieve from the problems and to finally implement it.

Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> <p>Reading articles about smart sign connectivity, Observing other (neighbours) having better road safety by using this product and understanding the better changes that the technology provides.</p>	<b>10. YOUR SOLUTION</b> <span>SL</span> <p>Our solutions are providing smart connected sign boards, weather API to denote weather condition (to take better routes) and diversion signs and warning for school zones, traffic zone and fatal situation which are all comprised to provide better road safety.</p>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <p><b>ONLINE :</b> In case of online these signs with smart connectivity helps the customer to take decisions in a more accurate manner without any misinterpretation. Proper acknowledgement will be provided during fatal conditions.</p> <p><b>OFFLINE :</b> In case of offline human errors may occur and there is no chance proper acknowledgement in fatal situations.</p>	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <p><b>BEFORE :</b> Insecure about their road safety, confused about the sign displayed, stressing about managing routes and traffic, fearing on time management. More attentive in the school zones.</p> <p><b>AFTER :</b> feeling secured about road safety, no confusions about the routes, traffic and time management. Not to be more concerned about the school zones.</p>			