Project Title: Signs with Smart Connectivity for Better Road Safety

Project Design Phase-I – Solution Fit Template

Team ID: PNT2022TMID24224

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

- It is useful for drivers in different road structure
- It is very much useful for passengers

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.

- Customer no need to spend money and power.
- This IoT based system is internet depended so it is available until any fault

5. AVAILABLE SOLUTIONS `AS`

Which solutions are available to the customers when they face the problem
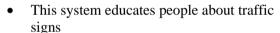
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Static sign boards are available to the customer.Inadequate knowledge about road signs leads to road accidents .In this project we can make a smart sign boards with accident reduction technique

Explore AS, differentiat

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.

- This system educates people about traffic signs
- According to weather condition , respective changes in smart sign board leads to reduction in accidents and also it notifies the rider 500 meter ahead in case of any accident

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.

- Inadequate knowledge about traffic signs
- Back story-people forget to wear seat belt and usage of mobile phones leads to road accidents
- Internet connectivity leads to delay of information

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)

- IoT cloud updates the smart sign boards based on certain conditions.
- Educate the people , and reduces the accidents

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

Educate the people about traffic signs.Vehicles should be moving at threshold speed.

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.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control – use it in your communication strategy & design.

Before people have inadequate knowledge about roadsigns and also cannot predict the weather condition ,due to this the road accidents are increased .
After the implementation of this system ,educate the people and indicate the weather condition ,by this we can prevent the road accidents .

In today's world road signs are static ,which it cannot be changed.In this system static boards are converted into dynamic smart boards,in which the signs are changed due to weather conditions and also indicates the occurance of accidents and assist the people to take alternative ways to reach the destination .By this system we can safe more time ,money and energy. It is very much useful in hospital and education institutional areas .

8.1 ONLINE
 Customer can address their feedback through emails, apps or messaging to the department to get their job done
8.2 OFFLINE
 People can utilize the smartboard signs to check the state of the road , wherever they present .