

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS The pedestrians and vehicle drivers on the road are the customers of our project.	6. CUSTOMER CONSTRAINTS CC Network availability and available device are the biggest issue face by the customers and need to spend a time to get daily update, it may high budget for some people. The resources in terms of financial as well as manpower are inadequate.	5. AVAILABLE SOLUTIONS Printed sign boards are replaced by digital signals which is easily viewable and adjustable according to the illumination.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEM J&P <ul style="list-style-type: none"> The present sign boards only display the stored information but in our board we display the present conditions frequently. Displaying information in easy to understand manner 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> The present sign boards only display the stored information There is a need for smart sign boards, as it can be adjusted according to the situation. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Act accordingly, to the sign shown in the board By acting according to dynamic instructions shown in the board, the users can behave in environment friendly manner. 	Focus on J&P, tap into BE,
Identify strong TR & EM	3. TRIGGERS TR Through the information displayed the customers can travel faster and safer to the location.	10. YOUR SOLUTION SL <ul style="list-style-type: none"> We provide a good source to the public and we work based on public review. Traffic density is identified. Pathole is identified. Weather conditioned is identified. All this information are displayed through the smart phone. 	8. CHANNELS OF BEHAVIOUR CH ONLINE: <ul style="list-style-type: none"> User will be notified about the traffic level, And speed to be travelled according to the traffic 	Find strong TR & EM

4.EMOTIONS: BEFORE / AFTER



Customers can feel safe hopefully, as we can keep track of the status of the sign boards and its working condition

OFFLINE:

- Based on all the conditions like weather , path holes and traffic congestion the sign of the board is changed. The public follow the sign in the smart board.
- The hardware setup should be installed properly.