

Define CS, fit into	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Passengers who wants to safely reach their destination.</div> <div>Pedestrians and taxi drivers who wants to drops their customers at the right time.</div>	<div>6.CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Smart signs are used for better road safety and helps in planning in advance for the road trip.</div> <div>Customers find its difficult to use this at the early stage.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Drivers should drive in the prescribed speed limit shown in the speed limit.</div> <div>It should predict the traffic in advance in order to divert the people.</div>	Explore AS, AS
Focus on J&P, tap into BE, understand	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div>There is a possibility of malfunctioning of sensors present in the digital signs boards.</div> <div>It should indicate the speed according to the weather conditions like rainfall.</div> <div>Alternate routes should be indicated when there is heavy traffic.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Increasing road traffic in metropolitan cities.</div> <div>Increasing accidents due to slippery roads during rainy seasons.</div> <div>Emission of CO2 from then vehicle in the heavy traffic area increases air pollution.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Directly related: People should be able to predict the traffic routes and be able to plan the trip in advance.</div> <div>Indirectly related: Drivers should follow the speed limits shown in the sign board.</div>	Focus on J&P, tap into BE, understand
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div></div> <div>Time is wasted while waiting in the traffic.</div> <div>Frequent road traffics.</div> <div>Increased accidents in the cities</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>By making signs with smart connectivity can help the drivers to drive safely different weather conditions.</div> <div>By the connecting it with the app can help the drivers to avoid the heavy traffic routes.</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>Online: Advertisements in social media about the smart signs to educate them.</div> <div>Offline: Awareness programs can be given to the drivers about the smart signs and advertisements posts in newspapers about smart signs to help the people understand them.</div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>Before: Road trips are long and frustrated due to increased traffic.</div> <div>After: People are able to plan the trip in the advance according to the weather and traffic.</div>			