Define CS, fit into CC | **Focus on J&P, tap into BE.**

1. CUSTOMER SEGMENT(S) `CS`

➢ Awareness towards road infrastructure
➢ Data is useful in understanding the road user behavior & flow of traffic

6. CUSTOMER CONSTRAINTS `CC`

➢ Customers no need to spend any power (or) Network connection
➢ If they fail to obey traffic rules, then their money were marked as charged fines as per the court

5. AVAILABLE SOLUTIONS `AS`

➢ Record traffic offenses & provide existing data to collect, monitor, analyze with the periodic maintenance
➢ Monitoring the road events even in low light (or) in bad weather conditions

Explore AS, differentiate | **Focus on J&P, tap into BE.**

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

➢ Keep providing of valid data through dynamic sign board system helps to allow people predicting day to day complexities face along the roadway
➢ Flow of data updating is quick & speedy, convenient and flexible

9. PROBLEM ROOT CAUSE `RC`

➢ Especially most of the people busy with their mobile phone actions leads to get distracted & they lose attention of traffic
➢ Simply, road accidents either due to carelessness(or)due to lack of road safety awareness

7. BEHAVIOUR `BE`

➢ Customer need to make consciousness With regard to publicized instructions
➢ Obey the traffic signs & restrictions

3. TRIGGERS `TR`

➢ Creating a note that gives a direction on how to recognize that system effectively

10. YOUR SOLUTION `SL`

➢ Pre-functional record of specific voice record mode of data along with LED display provide in waiting time at traffic signs
➢ In this proposed system is interface with Rain drop sensor check if it rainy there, to transmit data over IOT helps to display on LED to along with WIFI connection of internet changing data dynamically with current reporting of event sensing flow of data

8. CHANNELS of BEHAVIOUR `CH`

➢ Voice note
➢ Visual note

4. EMOTIONS: BEFORE / AFTER `EM`

➢ Before: Already existing of man-made static boards raising challenges due to un updated real-time issues & current changes of road events
➢ After: This system is better than existing method, of having automation of road signs & communication strategy in the manner of smart city to alert the drivers to reduce relay & congestion while travelling time