

**Project Design Phase-I**  
**Problem – Solution Fit Template**

Team ID	PNT2022TMID11787
Project Name	Signs With Smart Connectivity For Better Road Safety
Maximum Marks	2 Marks

**Problem – Solution Fit Template:**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

**Purpose:**

- Solve complex problems in a way that fits the state of your customers
- Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior
- Sharpen your communication and marketing strategy with the right triggers and messaging
- Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems
- Understand the existing situation in order to improve it for your target

**Template:**

**1. CUSTOMER SEGMENT(S) 6. AVAILABLE SOLUTIONS**

The people who are travelling the use of Smart traffic light and vehicles in road , citation and control systems, artificial they are prevent crashes. intelligence, the telematics and automotive

**CUSTOMER CONSTRAINTS 5.**

Constraints exist with traffic through the enforcement data to customers. help use of technology.

**2. JOBS-TO-BE-DONE /PROBLEMS CAUSE 7. BEHAVIOUR**

Create a communication between warnings about hazards or If the sensors are not working the people and sign board if the threats which are essential to properly contact the customer sign board not instruct at the time safety. care or drop a message. they may create the problem..

**9. PROBLEM ROOT**

Provide information and

**3. TRIGGERS**

On seeing those signs people are aware and it's being a caution so it will avoid dangerous situation.

**10. YOUR SOLUTION**

- The purpose of making accident less environment  
**SIGN-SAFETY -SECURE.**

#### 4. EMOTIONS: BEFORE / AFTER

- \* Before using this technology there was more accident and society suffered a lot.
- \* After using this technology, they felt easy and people being more aware.

- To increase smart facilities for road safety.
- To prevent and reduce the number of road related accidents and improve road safety.