

Problem Solution Fit

Date	01 October 2022
Team ID	PNT2022TMID39434
Project Name	Project - Signs with Smart Connectivity for Better Road Safety
Maximum Marks	4 Marks

Problem-Solution Fit canvas		Purpose / Vision	Version:
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">Define CS, fit into CL</div> <div style="border: 1px solid #ccc; padding: 5px;"> 1. CUSTOMER SEGMENT(S) CS <small>Who is your customer?</small> <div style="background-color: #00b0f0; color: white; padding: 5px; text-align: center; margin-top: 10px;">Peoples using roads in cities.</div> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> 6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL <small>What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices?</small> <div style="background-color: #00b0f0; color: white; padding: 5px; margin-top: 10px;">Need to follow rules, waiting in traffic for longtime increase fuel consumption.Reducing road accidents causes less vehicular damages.</div> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> 5. AVAILABLE SOLUTIONS <small>PLUSSES & MINUSES</small> AS <small>Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses & minuses?</small> <div style="background-color: #00b0f0; color: white; padding: 5px; margin-top: 10px;">Over speed vehicles detection Video based traffic monitoring system to Detect accidents and defend the people using pedestrian cross in traffics.</div> </div>	
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">Focus on PR, tap into BE, understand RC</div> <div style="border: 1px solid #ccc; padding: 5px;"> 2. PROBLEMS / PAINS + ITS FREQUENCY PR <small>Which problem do you solve for your customer? There could be more than one, explore different sides.</small> <div style="background-color: #ffcc00; padding: 5px; margin-top: 10px;">Traffic congestions Improper traffic signs More accidents due to overspeeding Afraid to cross the road due to rash driving</div> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> 9. PROBLEM ROOT / CAUSE RC <small>What is the root of every problem from the list?</small> <div style="background-color: #ffcc00; padding: 5px; margin-top: 10px;">Not following the Traffic rules properly. Due to usage of more vehicles. Non adherence to lane driving and Overtaking in a wrong manner. Lack of conscious on the roads .</div> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> 7. BEHAVIOR + ITS INTENSITY BE <small>What does your customer do about / around / directly or indirectly related to the problem?</small> <div style="background-color: #00b0f0; color: white; padding: 5px; margin-top: 10px;">Leaving way to the emergency vehicles. Stop the vehicle to help elderly people to cross the lane.</div> <div style="background-color: #ffcc00; padding: 5px; margin-top: 10px;">Angry on the signals, becoming rude, switching their path in the same lane.Hitting the other vehicles purposely & rash driving</div> </div>	
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">Identify strong TR & EM</div> <div style="border: 1px solid #ccc; padding: 5px;"> 3. TRIGGERS TO ACT TR <small>What triggers customer to act?</small> <div style="background-color: #ffcc00; padding: 5px; margin-top: 10px;">To reach on time (eg: Meetings, Exams, etc...)</div> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> 10. YOUR SOLUTION SL <small>If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit 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 .</small> <div style="background-color: #ffcc00; padding: 5px; margin-top: 10px;">Our proposed solutions are Vehicles density-based traffic control system with a smart pedestrian crossing connectivity to the smart traffic signs.</div> </div>		<div style="border: 1px solid #ccc; padding: 5px;"> 8. CHANNELS of BEHAVIOR CH <small>ONLINE Extract channels from Behavior block</small> <div style="background-color: #ffcc00; padding: 5px; margin-top: 10px;">Taking videos and photographs of a person who got accident without helping them and posting it in social media</div> <small>OFFLINE Extract channels from Behavior block and use for customer development</small> <div style="background-color: #ffcc00; padding: 5px; margin-top: 10px;">Failing to obey the stop signals and signs, Drunk driving</div> </div>
<div style="border: 1px solid #ccc; padding: 5px;"> 4. EMOTIONS <small>BEFORE / AFTER</small> EM <small>Which emotions do people feel before/after this problem is solved? Use it in your communication strategy.</small> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="background-color: #ffcc00; padding: 5px; width: 45%;"> Angry, Annoyed, Combative, Exhausted </div> <div style="background-color: #ffcc00; padding: 5px; width: 45%;"> Composed, Happy, Feels safe Secure, No more fear or frustration. </div> </div> </div>			