


Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids CS	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. CC	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem? or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking AS	Explore AS, differentiate
	Government sector, Citizens	Availability of widespread network connectivity	Fixed physical signs are placed for caution.	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. J&P	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. RC	7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) BE	Focus on J&P, tap into BE, understand RC
	Credible real time update of weather and speed alteration to customers without any network errors.	If there is no network connectivity giving real time updates become hard, this could lead to other problems	They try contacting the helpline and do the needful to arrive at a solution.	

3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. TR	10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits 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. SL	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 The departments can receive direct emails or messages from customers. (Officers on nearby patrol) 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. CH
Seeing the efficiency with the updates and reviews regarding the smooth assistance for long drives will trigger customers to act	The temperature and weather conditions are obtained using OpenWeatherMap API and these data are used to update the speed limit in accordance with the weather or	Following directions is one of the major tasks for the traveler, but they can utilize the

<p>4. EMOTIONS: BEFORE / AFTER </p> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</p> <p>The clients will feel safe and satisfied with the experience and confident in following the different instructions.</p>	<p>other issues. In this sign board buttons are present where each has a different functionality like warning signs near schools and hospitals. So when this button is activated via the web or physical buttons the speed limit will be set depending upon these zones. Based on the weather or sensitive zones the user is altered with suggested speed limits.</p>	<p>smartboard signs to check the state of the road from wherever they are standing.</p>
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