Project Title: Signs With Smart Connectivity for Better Road Safety | **Project Design Phase-I - Solution Fit Template** | **Team ID: PNT2022TMID22101**

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

1.Travelers

2.Pedestrians
3.Working Professionals

6. CUSTOMER CONSTRAINTS — CC

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.

The variety of solutions is limited by elements such as their cost, the amount of skill required to use them, database access, database connection, etc.

5. AVAILABLE SOLUTIONS — AS

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

1.Automatic display of the speed limit according to the weather.
2.In fatal solutions, the divert indicators automatically appear.
3.The customer has the option of static sign boards.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1.This technology offers interactive instruction on road and traffic signs.
2.By adjusting the smart sign board according to the weather, the speed limits can be managed and accidents decreased.
3.This approach raises travel safety by providing the best routes and lowering traffic on city roads.

9. PROBLEM ROOT CAUSE — RC

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.

1.Roads are closed due to busy routes and the frequency of accidents is increasing due to climatic and meteorological conditions.
2.Due to the speeding of vehicles, some breakdowns may occur, causing driving risks.

7. BEHAVIOUR — BE

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)

1.Might reduce the road accidents
2.Violation of speed limits can be reduced
3.Failure of distance between vehicles is reduced
4.Indication of dangerous routes and roads using lights and signs
5.Reduction of problems in crossing roads
6.Intimation of basic road signs and traffic symbols among public
7.Creating sustainable environment

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

1.Takes a long time to reach the destination
2.Leads to risky driving

4. EMOTIONS: BEFORE / AFTER — EM

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.

People are now discouraged and irritated because it is taking them longer and longer to reach their goal. Using this technology, users can receive database management notifications wirelessly on their mobile devices.

10. YOUR SOLUTION — SL

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.

In this project, static signs are replaced with smart signs which will modify speed limits supported the weather, give detour warnings within the event of an accident, and show alerts in the event of hospitals, schools, or construction.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

1.Customers may quickly download the necessary information to their mobile devices from the database or central control.
2. Account verification.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

1.It takes a long time since it is difficult to lessen traffic.
2.Wherever they are located, anyone may use the smartboard signs to monitor the condition of the road.
3.The application of laws with rigor and on an equal footing is essential for ensuring road safety.

Identify strong TR & EM