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. Traveller

2. This is helpful for drivers who are using various types of road infrastructure.

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.

1. A crucial and unanticipated aspect of the experiments was the network's impact.

2. This IoT-based system was successful in mimicking a large-scale smart agricultural environment given the number of sensors.

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

Static signs with clear directions are placed as viable solutions along roads.

Explore AS, differentiate

Focus on J&P, tap into

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. It educates people about traffic signs who are travelling In roads

2. The Smartboard Connectivity is responsible for a variety of tasks, including maintaining accurate temperature sensor readings and telling the board of the speed of the customer's car.

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.

If there was no internet connection, the speed limit wouldn't change based on weather sensor readings. Some persons may cause issues by hitting the accident indicator button unnecessarily.

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)

The smart weather condition detection and digital signs that educate the public aid the client in resolving issues and completing tasks.

Focus on J&P, tap int　C

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.

The weather conditions can be unpredictable at times. So that those using the roads or highways can see temperature figures.

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.

Some drivers can't predict the weather because they lack fundamental knowledge of the numerous traffic indicators.

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.

1. As an alternative to static signboards, we use smart linked sign boards.
These smart connected sign boards automatically update with the most recent speed limits thanks to a web app and weather API. Depending on the weather, the speed may increase or decrease.

2. Traffic and possibly fatal circumstances dictate whether or not diversion signs should be displayed.

8. CHANNELS of BEHAVIOUR　CH

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

Customers may send direct emails or messages to the departments. (Police on patrol nearby).

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

Customers can SMS or call a toll-free hotline to provide feedback.

Extract online & offline CH of BE