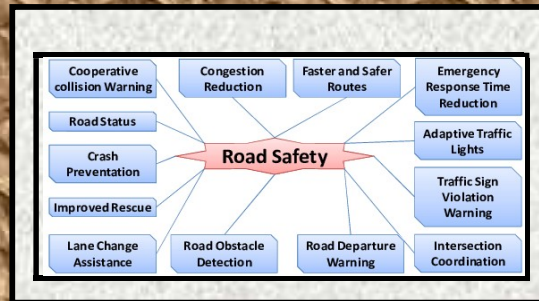**Define CS, fit into CC**

1. CUSTOMER SEGMENT(S) — CS

Motorist, passenger, public transportation operator or User, truck driver bicyclist, Motorcyclist, or pedestrians including a Person with disabilities are considered as Customers.

6. CUSTOMER CONSTRAINTS — CC

- Cooperative collision Warning
- Congestion Reduction
- Faster and Safer Routes
- Emergency Response Time Reduction
- Road Status
- Crash Preventation
- **Road Safety**
- Adaptive Traffic Lights
- Improved Rescue
- Traffic Sign Violation Warning
- Lane Change Assistance
- Road Obstacle Detection
- Road Departure Warning
- Intersection Coordination

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the job...

Drive in the prescribed speed limits on the Various roads. Always remember that "speed Thrills but kills". Always put on helmets, seat belts and other safety equipments before driving a bicycle/ motor /vehicle.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Customer poses risks to each other. Young people Faces the largest risk in traffic. Pedestrians, cyclists, Moped riders and motorcyclists have a higher injury Rate per kilometer of travel than other road Users.

9. PROBLEM ROOT CAUSE — RC

- ❖ WORK STRESS /TIME PRESSURE
- ❖ NEW TECHNOLOGY
- ❖ OVER CONFIDENCE

7. BEHAVIOUR — BE

- ❖ ALWAYS WEAR A HELMET
- ❖ DRIVE WITHIN THE SPEED LIMITS ALWAYS GIVE AN INDICATOR WHILE
- ❖ CHANGING LANES.

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

Identify strong TR & EM

3. TRIGGERS — TR

1. Frequent traffic jams.
2. Too many vehicles on the roads.
3, Medle of traffic on the roads.

4. EMOTIONS ;

BEFORE	AFTER
Aggressiveness	Enabling the driver to be more productive
Anger	Happy
Stress	More comfort & safety

10. YOUR SOLUTION — SL

- ➢ USE NEW TECHNOLOGY SUCH AS SMART TRAFFIC AND TRAFFIC CONTROL SYSTEMS
- ➢ ARTIFICIAL INTELLIGENCE
- ➢ USE OF AUTOMATIC

8. ANNELS OF BEHAVIOUR — CH

ONLINE	OFFLINE
NEW TECHNOLOGY	DON'T DRINK AND DRIVE
INEFFECTIVE SUPERVISION	DON'T USE MOBILE WHILE DRIVING

Identify strong TR & EM