

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

Drivers, Passengers, Motorists,
Pedestrians and passengers on road public
transport

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.

1. Budget problem.
2. Sites-level issues, such as crush
patterns at intersections, curves or
corridors.

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
PROBLEM : TRAFFIC

With increasing population the traffic is also rapidly
increasing .In earlier days there used to be traffic
police standing at the signals and managing the traffic
manually. With the surge in automobiles it has become
a tedious task to be performed. Hence, we come up
with digital smart sign boards that can sense the
intensity of traffic and work accordingly.

AS

Explore AS, differentiate

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.

1. When there is high traffic, road
diversions can be signalled through
these signboards.
- 2.In extreme weather condition that is
heavy rains, typhoon, storms etc. The
roads will be slippery so the speed
limit can be shown on thesignboards
OR
Possibility of malfunction of sensors
placed in the smart sign boards

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.

- 1.(i) Too many vehicles-traffic jam
(ii) Roads being narrow.

To avoid rush hour and save time

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)

Directly related: Tries to find a solution to
prevent these problem.

Indirectly related: Tries to go slowly during
extreme weather conditions andtries to
avoid the road by knowing the accurate
time the road will have high traffic.

BE

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

Identify TR

3. TRIGGERS

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

1. Time is wasted while waiting in traffic.
2. Smart sign is already implemented in some
countries which triggers the customers.

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

People post on social media about the problems they
faced while on the road.

Videos, advertisement are made to educate the

CH

Extract online
channels

4. EMOTIONS: BEFORE / AFTER

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.

EM

Before: Frustrated about traffic and weather conditions.

After: Clients will feel better after the use of smartboard connectivity.

By making signs with smart connectivity for better road safety using IOT Watson, Node MCU that replace the static sign boards.

Based on the weather changes speed may increase or decrease.

customers or public about the smart sign board.

8.2 OFFLINE

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

Awareness about this issue can be made by giving out fliers, sending petitions, doing rallies etc.