Problem-Solution fit canvas 2.0

IOT Based Signs With Smart Connectivity For Better Road Sa fety

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?

- Transport department
- Driver of a vehicle

6. CUSTOMER CONSTRAINTS CC

What constraints prevent your customers from taking action or limit their choices of solutions?

The unawareness of the network communication among the people should be the limitation and concerning the money also be the factor.

5. AVAILABLE SOLUTIONS AS

Which solutions are available to the customers when they face the problemor need to get the job done? What have they tried inthe past?What pros & cons do these solutions have?

Displaying smart signs beside the road should be the possible solution to reduce the present road problems

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?

The Smart Connectivity has a variety of responsibilities, including maintaining accurate temperature sensor readings, weather monitoring etc.

9. PROBLEM ROOT CAUSE RC

What is the real reason that this problem exists? What is theback story behind the need to do this job?

The speed limitation would not be affected by weather sensor readings although there is no internet. Certain people could accidentally hit the accident indicator button, which could lead to some problems.

7. BEHAVIOUR BE

What does your customer do to address the problem andget the job done?

The IOT application guides the driver by forecasting the status of the road.

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

Reduction of accidents, comfort driving experience should made the people to install the application.

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or ajob and afterwards?

After diverging to traffic free roads the customers experiences the advantages of this IOT application. .

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.

The display of the diversion signs depends on the traffic on roads. The appropriate guide, warning, and service signs are also posted at hospitals and restaurants. With the use of buttons, many operating modes can be chosen. Even though speed restrictions can also be done.

8. CHANNELS OF BEHAVIOUR CH

8.1 ONLINE

What kind of actions do customers take online?

Customers should be linked via a common app where they should be always updated with the datas

8.2 OFFLINE

What kind of actions do customers take offline?

Drivers from anywhere can know about the upcoming road's status before entering into it by the display of the information about the road on the smart display.

Extract online & offline CH of BE