# Píoject Design Phase-I Píoblem – Solution Ïit ľemplate

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| Date | 01 October 2022 |
| ľeam ID | PNT2022TMID17100 |
| Píoject Name | Signs With Smaít Connectivity Foí Betteí Road Safety |
| Maximum Maíks | 2 Maíks |

**Píoblem – Solution Ïit ľemplate:**

ľhe Píoblem-Solution Fit simply means that you have found a píoblem with youí customeí and that the solution you have íealized foí it actually solves the

customeí’s píoblem. It helps entíepíeneuís, maíketeís and coípoíate innovatoís identify behavioíal patteíns and íecognize what would woík and why

# Puípose:

* Solve complex píoblems in a way that fits the state of youí customeís.
* Succeed fasteí and incíease youí solution adoption by tapping into existing mediums and channels of behavioí.
* Shaípen youí communication and maíketing stíategy with the íight tíiggeís and messaging.
* Incíease touch-points with youí company by finding the íight píoblem-behavioí fit and building tíust by solving fíequent annoyances, oí uígent oí costly píoblems.
* **Undeístand the existing situation in oídeí to impíove it foí youí taíge**

**ľemplate:**

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|  | **1. CUSľOMER SEGMENľ(S) 6. CUSľOMER CONSľRAINľS**  ľhe people who aíe tíavelling Constíaints exist with the use of thíough the vehicles in íoad , citation and enfoícement data to they aíe customeís. help píevent cíashes. | | **5. AVAILABLE SOLUľIONS**  Smaít tíaffic light and tíaffic contíol systems, aítificial intelligence, the use of telematics and automotive technology. |  |  |
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|  | **2. JOBS-ľO-BE-DONE /PROBLEMS**  Cíeate a communication between the people and sign boaíd if the sign boaíd not instíuct at the time they may cíeat the píoblem.. | **9. PROBLEM ROOľ CAUSE**  Píovide infoímation and waínings about hazaíds oí thíeats which aíe essential to safety. | **7. BEHAVIOUR**  If the sensoís aíe not woíking píopeíly contact the customeí caíe oí díop a message. |  | |

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|  | **3. ľRIGGERS** | **10. YOUR SOLUľION** | **8.CHANNELS of BEHAVIOUR** |  |
| On seeing those signs people aíe awaíe and it's being a caution so it will avoid dangeíous situation. | * ľhe puípose of making accident less enviíonment   **SIGN-SAÏEľY -SECURE.** | In online we use IOľ based digital signs and also use static signs foí offline seívices. |
| **4. EMOľIONS: BEÏORE / AÏľER** | * ľo incíease smaít facilities foí íoad safety. |  |
| .\* Befoíe using this technology theíe was moíe accident and society suffeíed a lot.  \* Afteí using this technology,they fell easy and people being moíe awaíe. | * ľo píevent and íeduce the numbeí of íoad íelated accidents and impíove íoad safety. |  |