# 1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

According to our problem statement, All people who drives vehicles are our customers.

## **6. CUSTOMER CONSTRAINTS**



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

Not road safety, but revenue driven. Alleged collusion and corruption. Enforcement cameras do not contribute to road safety. Limits other road safety initiatives by public parties

#### 5. AVAILABLE SOLUTIONS



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

Ultimate control and approval of violations only by police or authorised officials

Independent approval and regular verification of accuracy and overall performance

## 2. JOBS-TO-BE-DONE / PROBLEMS J&P

Which jobs-to-be-done (or problems)

do you address for your customers?

IOT Based cloud detection sensor

IOT based rain sensor

IOT based wind sensor

Weather sensor by IOT

Accelerometer sensor

Node Red. Web UI.

IOT based humidity sensor

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?

India has the second largest road network in the world, spanning a total of 5.89 million kilometres. This road network transports 64.5% of all goods in the country. 90% of India's total passenger traffic uses the road network to commute. According to a study, one person dies every four minutes in road accidents.

### 7. BEHAVIOUR



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

The customer could get help from the help option in the settings of the application and if they are facing any issues they can make a report in that option and the authorities would look into the problem.

Focus on J&P,

## 3. TRIGGERS

IOT device



What triggers customers to act? i.e. seeing their neighbour installing

For Example: A clearly publicized campaign that promises that the sole objective of the automated enforcement operation is road safety.

## **10. YOUR SOLUTION**



RC

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.

## 8. CHANNELS of BEHAVIOUR



8.1 **ONLINE** 

What kind of actions do customers take online?

If it is in online mode, the customers

## 4. EMOTIONS: BEFORE / AFTER

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

EM

The customers would feel anxious at first then they would try to think of an solution to solve it themselves. 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.

Our Solutionis to develop an model by using IOT based rain sensor, IOT based humidity sensor, IOT based wind sensor,IOT device, Weather sensor by IOT

Accelerometer sensor

IOT Based cloud detection sensor, Node Red. Web UI.

can make a report in the help section present in the setting option.

## 8.2 OFFLINE

What kind of actions do customers take offline?

If it is in offline mode, the customers can directly send a feedbackmail or message to the manufacturer.



