

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Person who needs to visit the new places, new travellers, specially abled person, older people and those who are travelling in high speed.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>Climate conditions will be display on the digital board. Speed instructions also provided on the board according to their weather conditions.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Instructions like weather conditions, alerting alarm also present on the board, these are provided how to travel in smooth and safe way.  Ordinary dynamic board provides common instructions, but this one provides better instructions to the travellers with alerting sound.</div></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>—</div></div><div>Given instructions and alarm audio is very useful to older and specially abled people for preventing them from accidents.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>Static board not provided present weather conditions and instructions with alerting sound. So that we have to move towards the dynamic sign board</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>By following the dynamic changing sign board instructions while travelling, given instructions used to the travellers for preventing them from accident.</div></div>	Focus on J&P, tap into BE, understand RC

<div><div>3. TRIGGERS</div><div>Travellers used to visit all the new places without any fear and hesitations.</div></div>	<div><div>10. YOUR SOLUTION</div><div>Dynamic changing digital sign board will use to many people for visiting and travelling the places. Because the board provides the perfect instructions for safe and happy travel.</div></div>	<div><div>8.CHANNELS OF BEHAVIOUR</div><div>Those who are all busy with travelling.</div></div>
<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>Safe journey is needed who are want to live happily with their beautiful family.</div></div>		

