

Project Design Phase-I - Solution Fit

Project Title: Signs with smart connectivity for better road safety

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<p>A traveller/driver who wants to travel and reach their destination safely with any trouble or accident possibilities</p>	<p>Proper network connection, Data Accuracy, Availability of proper device</p>	<p>By replacing the static signboards, smart connected signboards are used. Based on the weather report the speedlimit will be displayed</p>	

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	<p>To provide better safety for travellers by providing information about traffic and speed limit by analysing the weather conditions.</p>	<p>Lack of proper awareness about road safety and no proper knowledge about traffic rules.</p>	<p>User must use this technology and have information about traffic and weather conditions etc and travel accordingly.</p>	

Identify strong TR & EM	3. TRIGGERS TR Fear of accidents . By what they see during the travel and hearing news about accidents who travel without proper precautions.	10. YOUR SOLUTION SL These smart connected sign boards get the speed limitations from a web app using weather API and update automatically. Based on the weather changes the speed may increase or decrease. Based on the traffic and fatal situations the diversion signs are displayed. Guide(Schools), Warning and Service(Hospitals, Restaurant) signs are also displayed accordingly. Different modes of operations can be selected with the help of buttons.	8. CHANNELS of BEHAVIOUR CH ONLINE: Calling customer care, Mailing OFFLINE: Going to service center	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Wants to travel on the road -> About to make an accident -> feeling fearful -> follows traffic rules and take necessary precautions.			