

## Project Design Phase-I

### Problem – Solution Fit Template

Date	15 October 2022
Team ID	PNT2022TMID09856
Project Name	Signs with smart connectivity for better road safety
Maximum Marks	2 Marks

#### Problem – Solution Fit Template:

As unwelcome as they are, motor vehicle incidents are opportunities to learn about the gaps in your system that enabled or allowed the incident to occur.

#### Purpose:

- ☐ The sensors in vehicles play a vital role in monitoring road surfaces to detect obstacles and road hazards, and the monitoring is pre-formed by collection of various motion sensors
- ☐ They are installed on side roads with low traffic volume, and are used for recall control to change the traffic light on the side road to green only when a vehicle detected

#### Template:

**Problem-Solution Fit** canvas
Purpose / Vision
Version:

<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">Define CS, fit into CL</div> <div style="background-color: #fff; padding: 5px;"> <b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #e0e0e0; padding: 2px 5px;">CS</span>  <small>Who is your customer? eg. working parents of 0-5 y/o. kids</small> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">CL</div> <div style="background-color: #fff; padding: 5px;"> <b>6. CUSTOMER LIMITATIONS</b> <span style="float: right; background-color: #e0e0e0; padding: 2px 5px;">CL</span>  <small>EG. BUDGET, DEVICES What limits your customers to act when problem occurs? Spending power, budget, no cash in the pocket? Network connection? Available devices?</small> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">AS</div> <div style="background-color: #fff; padding: 5px;"> <b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #e0e0e0; padding: 2px 5px;">AS</span>  <small>PLUSES &amp; MINUSES Which solutions are available to the customer when he/she is facing the problem? What had he/she tried in the past? Pluses &amp; minuses?</small> </div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">PR</div> <div style="background-color: #fff; padding: 5px;"> <b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <span style="float: right; background-color: #e0e0e0; padding: 2px 5px;">PR</span>  <small>Which problem do you solve for your customer? There could be more than one, explore different sides. eg. existing solar solutions for private houses are not considered a good investment (1).</small>  <small>How often does this problem occur?</small> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">RC</div> <div style="background-color: #fff; padding: 5px;"> <b>9. PROBLEM ROOT / CAUSE</b> <span style="float: right; background-color: #e0e0e0; padding: 2px 5px;">RC</span>  <small>What is the root of every problem from the list? eg. People think that solar panels are bad investment right now, because they are too expensive (1, 1), and possible changes to the law might influence the return of investment significantly and diminish the benefits (1,2).</small> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">BE</div> <div style="background-color: #fff; padding: 5px;"> <b>7. BEHAVIOR + ITS INTENSITY</b> <span style="float: right; background-color: #e0e0e0; padding: 2px 5px;">BE</span>  <small>What does your customer do about / around / directly or indirectly related to the problem? eg. directly related: tries different "green energy" calculators in search for the best deal (1,1), usually chooses for 100% green provider (1,2). Indirectly related: volunteering work (Greenpeace etc)</small>  <small>How often does this related behavior happen?</small> </div>
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">TR</div> <div style="background-color: #fff; padding: 5px;"> <b>3. TRIGGERS TO ACT</b> <span style="float: right; background-color: #e0e0e0; padding: 2px 5px;">TR</span>  <small>What triggers customer to act? eg. seeing their neighbor installing solar panels (1,1), reading about innovative, more beautiful and efficient solution (1,2)</small> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">SL</div> <div style="background-color: #fff; padding: 5px;"> <b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #e0e0e0; padding: 2px 5px;">SL</span>  <small>If you are working on existing business - write down existing solution first, fill in the canvas and check how much does it fit reality.  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.</small> </div>	
<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">EM</div> <div style="background-color: #fff; padding: 5px;"> <b>4. EMOTIONS BEFORE / AFTER</b> <span style="float: right; background-color: #e0e0e0; padding: 2px 5px;">EM</span>  <small>Which emotions do people feel before/after this problem is solved? Use it in your communication strategy. eg. frustration, blocking (can't afford it) &gt; boost, feeling smart, be an example for others (made a smart purchase)</small> </div>	<div style="background-color: #f0f0f0; padding: 2px; font-size: 0.8em; margin-bottom: 5px;">CH</div> <div style="background-color: #fff; padding: 5px;"> <b>8. CHANNELS of BEHAVIOR</b> <span style="float: right; background-color: #e0e0e0; padding: 2px 5px;">CH</span>  <small>ONLINE Extract channels from Behavior block</small>   <small>OFFLINE Extract channels from Behavior block and use for customer development</small> </div>	

Problem Solution fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.  
 Designed by Daria Nepriakhina / [IdeaHackers.nl](https://IdeaHackers.nl) - we tailor ideas to customer behaviour and increase solution adoption probability.

IdeaHackers .NL

<https://images.app.goo.gl/ukscJNtxajitxdZh7>