**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 19 September 2022 |
| Team ID | PNT2022TMID09956 |
| Project Name | Project – AIRLINES DATA ANALYTICS FOR AVAITION INDUSTRY |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you’ll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Facing flight delay | Evolve numerous techniques of improving the airlines transportation system | This has brought drastic change in airlines operations | Flights delay ocassinally cause inconvenience to the modern passengers | It hurts airports ,airlines,and affects a companys marketing strategies as companies rely on customer loyalty to support their frequent flying programs. |
| PS-2 | Facing HAP emission from idling aircraft on ambient conditions | Improve our quantitative understanding of the largest aviation related HAPs emission source jet engines operating at low power | Potentially toxic emissions is hazardous air pollutant emissions and most important source of airport related HAPs compound at most commercia airports in idling jet engines | This will allow airport operators to utilize the latest scientific findings to construct HAPs emission estimates tailored to their specific airport | These estimates will be more defensible and better able to withstand litigation since they will be based on latest scientific findings regarding jet engine HAPs emissions and variabes that affect them. |