

Ideation Phase

Define the Problem Statements

Date	1 NOV 2023
Team ID	NM2023TMID05866
Project Name	Create a Google ad campaign

Customer Problem Statement Template:

I am

Worker

I'm trying to

To develop an automated system or method that can accurately assess and classify the condition of a street or road

But

The goal is to create a reliable and accurate system that can efficiently analyze street quality across a large area or region.

Because

This problem is important because it can help local governments and transportation agencies to identify areas that require maintenance or repair, prioritize funding and resource allocation, and ultimately improve the safety and comfort of drivers and pedestrians.

Which makes me feel

A system or method to automatically assess and classify the condition of a street or road network

I am

Analyzer

I'm trying to

Identify the street conditions

But

The system should be able to efficiently analyze street quality across a large area or region

Because

The system should be accurate, scalable, and able to process large volumes of data from various sources such as images, videos, and sensor data.

Which makes me feel

To provide reliable data to help local governments and transportation agencies prioritize funding and resource allocation for maintenance and repair activities.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Worker	Creating an effective Google Ads campaign to promote a worker's project while maximizing reach, engagement, and conversion within a limited budget.	The worker has the project ready but lacks the expertise in strategizing and implementing an impactful Google Ads campaign to effectively market and promote the project to the target audience, hindering the project's	The worker needs to use Google Ads to promote their project effectively because it is a powerful platform for reaching a vast audience, but their lack of marketing knowledge and experience is limiting their ability to create compelling campaigns that would boost the project's	The worker needs to use Google Ads to promote their project effectively because it is a powerful platform for reaching a vast audience, but their lack of marketing knowledge and experience is limiting their ability to create compelling campaigns that would boost the project's visibility and engagement.

			visibility and potential success.	visibility and engagement	
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				safety and comfort of drivers and pedestrians	
PS-2	Analyzer	Identify	The customer possesses a compelling project ready for promotion, but faces hurdles due to a lack of expertise in leveraging Google Ads effectively, limiting their ability to reach the project's target audience and maximize its visibility and impact in the market.	The customer needs to utilize Google Ads for their project because it offers a powerful platform for reaching a wide audience; however, the lack of expertise in leveraging this advertising tool hinders their capacity to effectively target, reach, and engage the intended audience, thereby limiting the project's potential success and visibility in the market.	The customer might feel a sense of frustration or a lack of confidence in their ability to effectively promote their project using Google Ads. The statement highlights a situation where despite having a promising project, the customer's lack of expertise in utilizing Google Ads could create a feeling of limitation or a barrier in achieving their marketing goals. This might lead to a sense of missed opportunities or potential success, resulting in a need to seek additional support or expertise in advertising strategies.