## Ideation Phase Define the Problem Statements

| Date          | 27 September 2022                                              |
|---------------|----------------------------------------------------------------|
| Team ID       | PNT2022TMID19957                                               |
| Project Name  | Project - Emerging Methods for Early Detection of Forest Fires |
| Maximum Marks | 2 Marks                                                        |

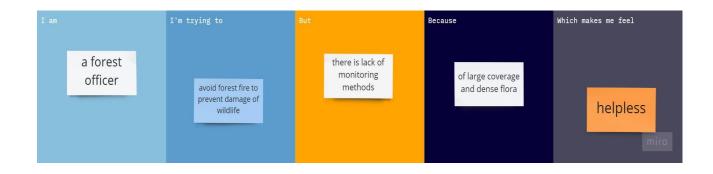
## **Customer Problem Statement Template:**

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.

| l am                   | Describe customer<br>with 3-4 key<br>characteristics -<br>who are they?                            | Describe the customer and their attributes here                             |
|------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| I'm trying to          | List their outcome<br>or "Job" the care<br>about - what are<br>they trying to<br>achieve?          | List the thing they are trying to achieve here                              |
| but                    | Describe what problems or barriers stand in the way — what bothers them most?                      | Describe the problems or barriers that get in the way here                  |
| because                | Enter the "root<br>cause" of why the<br>problem or barrier<br>exists – what needs<br>to be solved? | Describe the reason the problems or barriers exist                          |
| which makes<br>me feel | Describe the emotions from the customer's point of view – how does it impact them emotionally?     | Describe the emotions the result from experiencing the problems or barriers |

## **Customer Problem Statement Template:**



| Problem<br>Statement (PS) | I am<br>(Customer)  | I'm trying to                                   | But                                 | Because                                    | Which makes me feel |
|---------------------------|---------------------|-------------------------------------------------|-------------------------------------|--------------------------------------------|---------------------|
| PS-1                      | A forest<br>officer | Avoid forest fire to prevent damage of wildlife | There is lack of monitoring methods | Of large<br>coverage<br>and dense<br>flora | Helpless            |
| PS-2                      | A firefighter       | Stop the forest fire                            | Fire can't<br>be<br>controlled      | Of delay of information                    | Dejected            |