

## Ideation Phase

### Define the Problem Statements

|               |   |
|---------------|---|
| Date          | 13 May 2023   |
| Team ID       | NM2023TMID12625                                       |
| Project Name  | Smartcity Waste Management System with connected cans |
| 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.

|                            |   |  |
|----------------------------|---|--|
| <b>I am</b>                | <small>Describe customer with 3-4 key characteristics - who are they?</small>                                 | I'm a tenant in one area.  |
| <b>I'm trying to</b>       | <small>List their outcome or "job" the care about - what are they trying to achieve?</small>                  | keep our apartment and roads clean.  |
| <b>but</b>                 | <small>Describe what problems or barriers stand in the way - what bothers them most?</small>                  | That's not possible because dustbins are dumped completely and smelling bad.   |
| <b>because</b>             | <small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>         | Because Municipality people are not coming regularly to clean  |
| <b>which makes me feel</b> | <small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small> | I better instal this smart waste management which send message to the municipality that dustbin is full and have to be cleaned |

#### Example:

|             |                          |                      |   |                            |
|-------------|--------------------------|----------------------|---|----------------------------|
| <b>I am</b> | <b>I'm trying to</b>     | <b>But</b>           | <b>Because</b>  | <b>Which makes me feel</b> |
| a traveler  | book flights on my phone | it takes a long time | The website is not responsive and doesn't have a mobile version | Frustrated                 |

| Problem Statement (PS) | I am (Customer) | I'm trying to            | But                  | Because                     | Which makes me feel |
|------------------------|-----------------|--------------------------|----------------------|-----------------------------|---------------------|
| PS-1                   | A student       | Have a walk on the roads | The roads are smelly | The bins near the roads are | Irritated           |

|  |  |                |  |  |  |
|--|--|----------------|--|--|--|
|  |  | in the evening |  | not cleaned and making the community suffer from bad odour |  |
|  |  |                |  |  |  |