

Ideation Phase

Define the Problem Statements

Date	20 October 2022
Team ID	PNT2022TMID13004
Project Name	Project - A new hint to transportation - Analysis of the NYC bike share system
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.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	an employee of Citi's Sales and Marketing Team	Make use of an operating report to improve CitiBike's sales and revenue	finding the exact areas of improve ment is not easy.	There is a huge amount of data present that has to be cleaned, filtered and visualized.	concerned, but optimistic

