

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID15660
Project Name	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	customer	Rent a bicycle and find factors and causes which influence shortages of bikes and time delay of availing bikes on rent	It is not available at that time and also increases pollution	Initially, there are only few people on that area, but now population get expanded mainly in peak hours	difficult to reach the destination at the right time and also cause health issue to the people in the society by the increased rate of pollution.