

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID42771
Project Name	Signs with smart connectivity for better road safety
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.

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

Reference: <https://miro.com/templates/customer-problem-statement/> Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
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PS-1	kumar	Some smart device are used to avoiding overspeed and following speed limit and improving visibility and road lightings these device used to avoid accidents.	Most of the People get distraction ,including the use of mobile phones,leads to impaired driving.	Many people are unaware to using mobile and drivers are interact with others. These are leads to major accident use some smart device to control accidents.	Mourning
PS-2	Shankar	People should understand that what will happen if we go by over speed. dynamic speed limit is served to the drivers .then they control their speed limit	Some people are unaware about the over speed and safety driving	People are not realized impact of accidents.In the form of push notifications about their speed limit and these notification control the accident	Troubled