

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID18146
Project Name	Project – SMART SIGN CONNECTIVITY FOR 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.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	STUDENTS, EMERGENCY PATIENTS	REACH SCHOOL OR HOSPITAL AT TIME	TRAFFIC JAM	IT IS PEAK TIME DURING THAT TIME PEOPLE WILL GO TO WORK	FRUSTRATED, ANNOYED, IMPATIENCE
PS-2	FAMILY(TRAVELLER)	GOING TOUR TO HILL STATION	FATAL SITUATIONS LIKE ACCIDENT AND FOGGINESS	BECAUSE IT IS HILL STATION, THE WEATHER SEEMS TO BE NOT FINE	DISAPPOINTMENT, FINDING ANOTHER ROUTE, RESTLESS