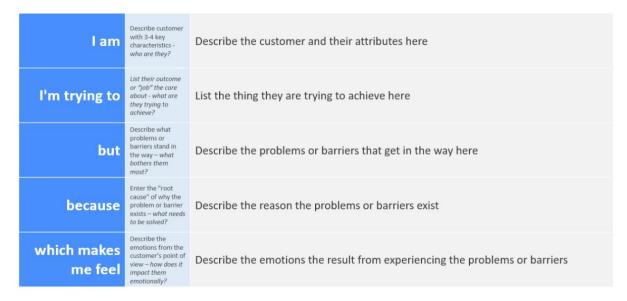
Ideation Phase Define the Problem Statements

Date	26 October 2022
Team ID	PNT2022TMID23925
Project Name	Project - 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.



Reference: https://miro.com/app/board/uXjVPLHHKzw=/

Example:



Problem	I am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	A tourist	Explore the place	I don't know about the place	There is no proper sign boards	confused
PS-2	A driver	Deliver the product on time	I cannot able to make it on time	There is a heavy traffic	frustrated