

Ideation Phase

Define the Problem Statements

Date	5 September 2022
Team ID	PNT2022TMID41539
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

Defining Problem statement:

I am	I'm trying to	But	Because	Which makes me feel
Stefan-Manager in a company	reach office in time	road blocks	of heavy traffic congestion in road	i cant reach office and it makes me tensed and frustated
Jack - Student	cross the road	there is vehicles in the pedestrian crossing	of heavy traffic due to many vehicles in the junction waiting for green signals	its made me Fear, While I'm trying to cross, if the vehicle moves its Hit me.
Damon - Ambulance driver	save the person's life by picking and dropping them into hospital in time	I get delayed	due to improper route maintenance for ambulance	guilty
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