

Ideation Phase

Define the Problem Statements

Date	17 October 2022
Team ID	PNT2022TMID27330
Project Name	Project – Signs with Smart Connectivity for Better Road Safety
Maximum Marks	2 Marks

Customer Problem Statement Template:



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

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	As a student, I struggle with road safety caused by the heavy traffic	I'm attempting to give a helping hand in traffic management and thus prevent so many traffic violations	However, I'm unable to prevent such accidents from occurring due to driver Inexperience, Impaired driving	To bring about a better road safety initiated by one person is an impossible task, it is a social responsibility	It is one of the greatest concerns of a society to have a better road safety and it makes me distressed.
PS-2	As a senior citizen, I find it strenuous to drive in heavy traffic	I'm trying to acclimatize to this situation outside of the car	People don't have the patience to drive beside us, they end up overtaking us which causes us to panic	As a senior citizen this change is new to us, and we are often expected to react quickly, to avoid unexpected turn of events	Driving has become a complex everyday task for me, which makes feel anxious while I'm driving.