

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID17752
Project Name	A new hint to transportation - Analysis of the NYC bike share system
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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	customer	Rent a bicycle	It is not available at that time	Initially, there are only few peoples on that area, but now population got expanded	Bad
PS-2	customer	Park the rented bicycle	There is no parking station available nearby	Unaware of population density	Uncomfortable