

## Ideation Phase

### Define the Problem Statements

Date	10 September 2022
Team ID	PNT2022TMID39931
Project Name	<b>Project - Signs with Smart Connectivity for Better Road Safety</b>
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.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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

#### Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version.	which makes me feel Frustrated
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<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	KANNA	Find a way to reach work place	Gets stuck in path and delayed	Due to irregular traffic monitoring systems	To resolve this issue using an Internet of Things techniques with Arduino & raspberrypi.
PS-2	Krishna	A doctor trying to find a safe and convenient route to assure patients health while bringing them to hospital	Gets helpless with the route and roads	Due to un real time systems and irresponsible connectivity between the routes	To resolve this issue using an Internet of Things techniques with Arduino & raspberrypi.