Ideation Phase
Define the Problem Statements

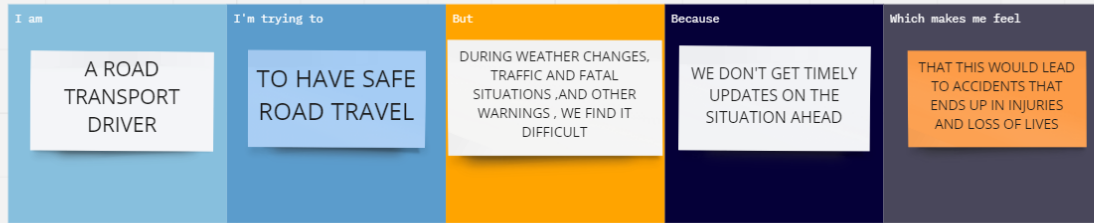| Date	19 September 2022
Team ID	PNT2022TMID21418
Project Name	Project - Signs with Smart Connectivity for Better Road Safety
Maximum Marks	2 Marks

TEAM MEMBERS:

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Customer Problem Statement :

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

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A ROAD TRANSPORT DRIVER	TO HAVE SAFE ROAD TRAVEL	DURING WEATHER CHANGES, TRAFFIC AND FATAL SITUATIONS ,AND OTHER WARNINGS , WE FIND IT DIFFICULT	WE DON'T GET TIMELY UPDATES ON THE SITUATION AHEAD	THAT THIS WOULD LEAD TO ACCIDENTS THAT ENDS UP IN INJURIES AND LOSS OF LIVES