

**Ideation Phase**  
**Define the Problem Statements**

Date	10 September 2022
Team ID	PNT2022TMID16025
Project Name	Project - Signs with Smart Connectivity for Better Road Safety
Maximum Marks	2 Marks

**Problem Statement Canvas for Signs with Smart Connectivity for Better Road Safety**

**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.

