

Ideation Phase

Define the Problem Statements

Team ID	PNT2022TMID11787
Project Name	Signs With Smart Connectivity For Better Road Safety
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	A Driver	Follow static road signs	it may cause accidents by natural causes or man-made errors	Static signs will fade and decay over time	Distracted
PS-2	A Pedestrian	Cross the road safely	The information of when to walk and when to stop is perceivable to me	Of the most possibility of traffic accidents	Not safe

