**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 19 September 2022 |
| Team ID | PNT2022TMID16935 |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | customer | Avoid accidents on traffic | It is never done | Of the traffic signs and rules | sad |
| PS-2 | Traffic policeman | Avoid the road accidents | It is never done | Of people who are not followed traffic signs and rules | sad |