

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID07843
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.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	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
but	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
because	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
which makes me feel	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:



Problem Statement (PS)	Iam (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a traffic police	to avoid major accidents and make people to follow road safety rules	nowadays people are not following the road safety rules to make the people to follow the road safety rules	even though there are many road safety rules people are not following so to make people to follow these rules is the main objective of the project	that this project will bring the change in the society and make people to follow the road safety rules.