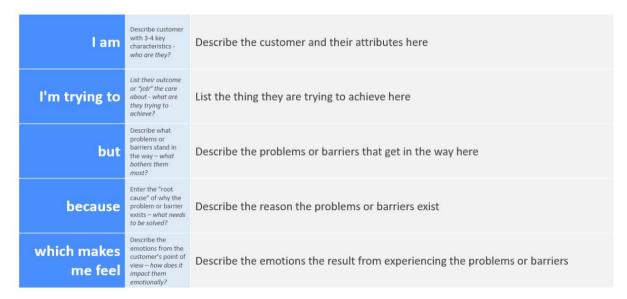
Ideation Phase Define the Problem Statements

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.



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

Example:



Problem	lam	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
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.