**Ideation Phase**

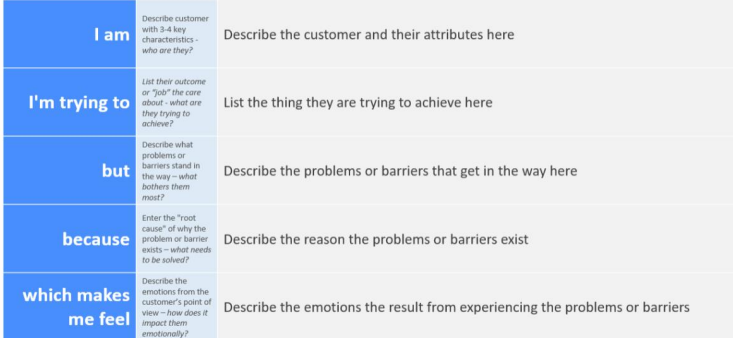
**Define the Problem Statements**

|  |  |
| --- | --- |
| DATE | 19 SEPTEMBER 2022 |
| TEAM ID | PNT2022TMID30625 |
| PROJECT NAME | SIGNS WITH SMART CONNECTIVITY AND 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 Statement (PS) | I am (Customer) | I’m trying to | But | Because | Which makes me feel |
| PS-1 | traveller | Go to office | I reach the office late | Of poor road safety and traffic management | Mentally stressed and anxious |
| PS-2 | School kid | Go to school | Due to poor road safety management | Of this , I am unable to cross the road with safety , also it is getting late to go to school | Unsafe and nervous |