Ideation Phase

Define the Problem Statements

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| Date | 10 September 2022 |
| Team ID | PNT2022TMID12755 |
| 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.

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| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | Traveller | Drive fast in roads | Met up with accident | Following static speed in changing weather  condition | Frustrated |
| PS-2 | Employee | Go to my office daily on time | Getting stuck in traffic signals | Static traffic signal timing which cause more time  delay | Irritating |
| PS-3 | Ambulance driver | Save life of people | Getting delayed | Heavy Traffic | Guilty if lost any life due to traffic |
| PS-4 | Cab driver | Travel quickly | Unknown of lane that has less traffic | Unaware of traffic density in different  lanes | Ignorant |