

## Ideation Phase

### Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID31287
Project Name	Containment Zone Alerting Application
Maximum Marks	2 Marks

#### Customer Problem Statement:

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.

<b>I am</b>	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
<b>I'm trying to</b>	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
<b>but</b>	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
<b>because</b>	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

Example:

I am  a traveler	I'm trying to  book flights on my phone	But  it takes a long time	Because  The website is not responsive and doesn't have a mobile version	Which makes me feel  Frustrated
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<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A passenger	Go to my friend's house	I don't know if it is safe for me	Covid-19 infections are spreading rapidly	Worried and scared for my safety
PS-2	A social worker	Help people during the pandemic	I want to know the containment zones	I have to take precautionary measures while travelling	Prepared and Warned on my movements
PS-3	Cab Driver	Get unaffected and shortest routes for travel	I am getting unclear and indirect routes	There are no proper guidance or reference map for containment zones	Annoyed and Avoided
PS-4	Police	To warn people on the containment zones and prevent people from trespassing	Getting incorrect results	Zones are not getting updated regularly	Uncertain of the zones