

Ideation Phase

Define the Problem Statements

Date	20 September 2022
Team ID	PNT2022TMID39403
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 Cab driver	I'm trying to Destination reaching on time	But I couldn't able to reach the customer in time	Because of the traffic congestion	Which makes me feel loss in sad state of mind
I am Pedestrian	I'm trying to Crossing the road	But takes long time and feel unsafe	Because of the continuous moving vehicle or improper signal maintenance	Which makes me feel frustated