

Ideation Phase

Define the Problem Statements

Date	10 September 2022
Team ID	PNT2022TMID35906
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.

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