**Ideation Phase**

**Define the Problem Statements**

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| Date | 22 September 2022 |
| Team ID | PNT2022TMID33002 |
| Project Name | Project –Smart Waste Management |
| 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.

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| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | The public | Put the waste in trash container | The garbage container is filled and overflowed | The waste collector is not aware of that and doesn’t collect the waste frequently | Irritated |
| PS-2 | The truck driver | Collect the waste at the proper time | I couldn’t reach out to exact location at the exact time I was needed to collect the garbage | I wasn’t notified about the correct location at the particular time | Helpless |

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.

