Ideation Phase

**Define the Problem Statements**

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| **Team ID** | PNT2022TMID**37463** |
| **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 | A Driver | Follow static road signs | it may cause accidents by natural causes or man-made errors | Static signs will fade and decay over time | Distracted |
| PS-2 | A Pedestrian | Cross the road safely | The information ofwhen to walk andwhen to stop is perceivable to me | Of the most possibility of traffic accidents | Not safe |

Because Which **makes me feel**



**cross the road safely**

**a**

Pedestrian

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theinformationof whento walk and whento stopis perceivableto me

of themost possibilityof

traffic accidents

Because Which makes me feel

|  |  |  |
| --- | --- | --- |
| ., |  |  |
| **a Driver** | |
| it may cause accidentsbynatural  **follow static** or man madeerror  **road signs** |

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