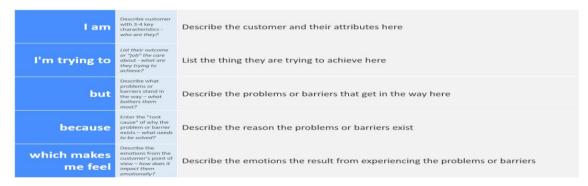
Ideation Phase Define the Problem Statements

Date	19 September 2022		
Team ID	PNT2022TMID51479		
Project Name	Project SIGNS WITH SMART CONNECTIVITY FOR BETTER ROAD SAFTY		
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.



Example:



Problem	Iam	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	a cabdriver	Reach my	I don't	the weather	unsure
		destination	know the	condition is	
		safely	road	not certain	
			condition		
PS-2	a old man	cross the road	I can't see	my eye sight	confused
			the static	is poor	
			sign		
			board		
			clearly		