

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.

I am	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
but	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
because	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
which makes me feel	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

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