

Ideation Phase

Define the Problem Statements

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID46743 |
| Project Name | Project - Sings 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 | Road user | Reach my destination in time | Unable to reach | Traffic congestion and traffic due to accidents, procession and etc., | Uncomfortable to use the road way. |
| PS-2 | Driver | Reach to my customer location | Unable to reach on time | Unavailability of sign boards at the road sides | To difficult to find the location. |