

Ideation Phase

Define the Problem Statements

Date	10 November 2022
Team ID	PNT2022TMID43669
Project Name	Real-Time River Water Quality Monitoring and Control System
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	Describe customer with 3-4 key characteristics – Who are they?	The customers may be the companies which are dependent on water as their primary resource and people who are going to consume the water
I'm trying to	List their outcome or "job" the care about – what are they trying to achieve?	To get clear water from the water resources
but	Describe what problems or barriers stand in the way – what bothers them most?	The water which is present in those water bodies are contaminated by the chemical fertilizers which are being used in the farm lands by farmers and polluted by the rapid growth of algae
because	Enter the "root cause" of why the problem or barrier exists – what needs to be solved?	The root cause of this problem is use of chemical fertilizers
which makes me feel	Describe the emotions from the customer's point of view – how does it impact them emotionally?	Sad worried and depressed

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Human	To obtain pure water	The water bodies are polluted	The farmers and algal bloom are polluting farmlands by using chemical fertilizers in it	Sad, worried, depressed and frustrated
PS-2	Company	To obtain pure water	The water bodies are polluted	The farmers and algal bloom are polluting farmlands by using chemical fertilizers in it	Sad, worried, depressed and frustrated