

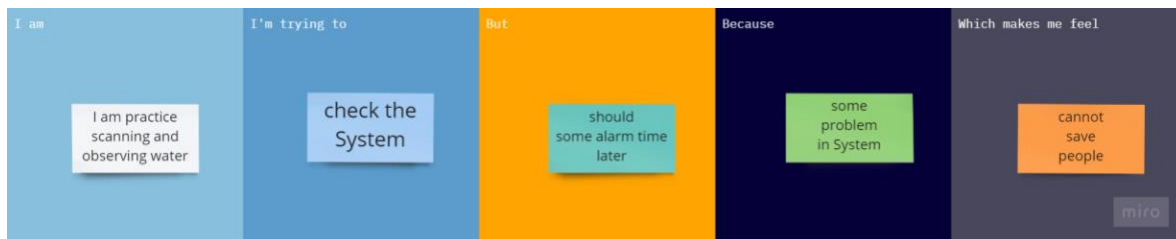
Ideation Phase Define the Problem Statements

Team Id:PNT2022TMID46661

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
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PS-1	I am practice scanning and observing water	Check the system	Should some alarm time later	Some problem in system	Cannot save people
PS-2	I am practice scanning and observing water	Check the system	Should some alarm ringing	Sending the message in user	Can be save people