

Ideation Phase

Define the Problem Statements

Date	9 November 2022
Team ID	PNT2022TMID38240
Project Name	Signs 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.

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

Reference: <https://miro.com/templates/customer-problem-statement/> Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
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PS-1	Person(Any kind of people)	smart device to be used accident-prone zones on the roads and highways	The system identifies whether a smartphone holder (a) has entered a vehicle; (b) has boarded the vehicle from the left or the right	The sensed data from in-vehicle setups synced with information on traversed roads, utilized vehicles, traffic conditions, and weather conditions.	whether the style is safe or unsafe. vehicles traversing a city's road network are safe and reliable.
PS-2	Person(Any kind of people)	PS-1 Identifying a vehicle's location through an on-board GPS (whether dedicated or through a smartphone)	The model also enables characterizing distracted driving, as well as the nature of distraction, e.g., passenger in interaction seat – interaction”.	it is possible to identify behaviors such as “exceeded speed limit”, “rolling stops”, “drowsy”, “sleepy”, “asleep”, and “fatigued”	The dynamic speed limit is then served to the drivers in the form of push notifications through maps, and Visual Messaging Displays.