

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID24448
Project Name	Project – 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?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the core about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what hinders them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problems or barriers exist - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

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



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A farmer	Check the water quality.	Procedure to find the quality will be more and take more time.	Generally specific researchers only handle this.	Helpless most of the time.
PS-2	A drinking water supplier	Check the level of chlorine in water.	I need to depend on any third party water researcher.	My lack of knowledge on water quality.	More dependence and expenditure on water search.
PS-3	Industrialist	Check type of water	I need to depend on any third party water researcher.	Generally specific researchers only handle this.	That it is an additional expense
PS-4	Fishermen	Find if the water is suitable for aquaculture	It is difficult to obtain the results	My lack of knowledge on water quality.	That it is costly