

Ideation Phase Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID09840
Project Name	Smart Solutions For Railways
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.

DESCRIPTION

Automated train operation (ATO) is a solution that provides support for automation of driving function (e.g., starting, accelerating, braking, and stopping) that is used in conjunction with the safety automatic train protection (ATP) function of train control systems.

National

Applicability

Technical Base Requirements

Financial Requirements

Multy Agency Agreements No

Fast Solution No

Direct Effect On Rail Resilience

Usability During Covid-19

And At Recovery Phase

Improvement of operations, efficiency of scheduling and increased energy efficiency and cost savings, increase the capacity of the railway network, higher punctuality, reduced journey time.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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

Example:



4 important customer service objectives



1

Become a customer advocate

2

Build customer loyalty

3

Deliver fast, effective resolutions

4

Improve customer satisfaction