

## Ideation Phase

### Define the Problem Statements

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Project Name	A CRM Application for Public Transport Management System
MaximumMarks	

#### 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	I'm trying to	But	Because	Which makes me feel
PS-1	I am a passenger using public transport,	I'm trying to get accurate bus timings, fare info, and seat availability,	But the information is not centralized or updated,	Because the data is scattered across offline notices or inconsistent apps,	Which makes me feel confused, delayed, and unsure about my travel plans.
PS-2	I am a transport administrator,	I'm trying to assign drivers and conductors properly and manage trips effectively,	But the assignment process lacks role validation and automation,	Because we use manual methods or spreadsheets,	Which makes me feel overwhelmed and unable to ensure proper operations.
PS-3	I am a driver or conductor,	I'm trying to know my assigned trips and manage my schedule,	But there's no direct view of my duties in one place,	Because communication is not streamlined via a single system,	Which makes me feel uninformed, disengaged, and inefficient.