**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 06 May 2023 |
| Team ID | PNT2022TMIDxxxxxx |
| Project Name | Project - xxx |
| 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.

Lack of computational capacity for efficient built-in security. Poor access control in IoT systems. Limited budget for properly testing and improving firmware security. Lack of regular patches and updates due to limited budgets and technical limitations of IoT devices.

**Slow network speeds, weak Wi-Fi signals and damaged cabling are just some of the most common network connection issues that IT departments need to troubleshoot.**

* Slow network. ...
* Weak Wi-Fi signal. ...
* Physical connectivity issues. ...
* Excessive CPU usage. ...
* Slow DNS lookups. ...
* Duplicate and static IP addresses. ...
* Exhausted IP addresses.

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 |  |  |  |  |  |
| PS-2 |  |  |  |  |  |