**Project Design Phase**

**Problem – Solution Fit Template**

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| --- | --- |
| Date | 16 juJune 225 |
| Team ID | LTVIP225TMID14955 |
| Project Name | Traffic telligence:Ad Advance traffic volume estimation with Machine Learning |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Template:**

**Section Details / Prompts**

**Target Customer Who is experiencing the problem?**

**e.g. “Freelance designers aged 25–40”**

**Problem Description What problem are they facing?**

**Use real-world language they would use**

**Problem Evidence What proof do you have this is a real problem?**

**e.g. interviews, data, behavior**

**Current Alternatives How are customers solving this now?**

**e.g. spreadsheets, manual processes, apps**

**Proposed Solution Describe your product or service idea**

**Unique Value Proposition Why is your solution better than current options?**

**What’s unique about it?**

**Early Adopters Who are the first users most desperate for a solution?**

**Key Metrics for Validation What indicators show that your solution works?**

**e.g. signups, retention, feedback**

**Risks & Assumptions What must be true for your solution to work?**

**What are the biggest unknowns?**