

Project Design Phase
Problem – Solution Fit Template

Date	27 june 2025
Team ID	LTVIP2025TMID38854
Project Name	traffictelligence: advanced traffic volume estimation with machine learning
Maximum Marks	2 Marks

Problem – Solution Fit Template:


The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why


Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Problem-Solution Fit canvas			Purpose / Vision	Version:
Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Urban commuters, Traffic management authorities, Smart city planners	6. CUSTOMER LIMITATIONS CL <small>E.G. BUDGET, DEVICES</small> <ul style="list-style-type: none"> Cannot accurately predict traffic using current apps Limited access to real-time government traffic data 	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> Manual traffic control Google Maps estimations (not always accurate) Fixed signal timings	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> Traffic congestion - Poor traffic prediction - Delay in emergency services	9. ROOT / CAUSE OF PROBLEM RC <ul style="list-style-type: none"> Lack of real-time traffic prediction systems No integration of weather, holidays, or time factors in current systems Rigid traffic signal timings regardless of traffic volume 	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> Frequently checks traffic apps Avoids certain routes completely 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR Smart city initiatives - Government interest in AI solutions - Need for real-time planning	10. YOUR SOLUTION SL Machine learning-based traffic volume prediction using historical and real-time data	8. CHANNELS of BEHAVIOR CH ONLINE <ul style="list-style-type: none"> Experiences frustration while commuting Spends extra time on the road unnecessarily OFFLINE:	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small>			


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 Designed by Darśa Neerupriyā / @ideahackers - we tailor ideas to customer behaviour and increase solution adoption probability.


 IdeaHackers NL

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>