

Ideation Phase

Define the Problem Statements

Date	24 June 2025
Team ID	LTVIP2025TMID35493
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
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.

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

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

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Daily commuter	Find the fastest and safest route to my destination	Real-time traffic conditions are not accurate or available	Existing navigation apps don't adapt well to dynamic traffic incidents	Frustrated, delayed, and anxious about reaching on time
PS-2	Traffic control operator	Monitor and manage city-wide traffic flow effectively	There is no centralized AI-based platform for real-time decision-making	Current systems lack intelligent predictions and real-time incident alerts	Powerless and under pressure during peak hours
PS-3	City transport department	Analyze traffic patterns to improve infrastructure planning	Lack of data-driven, real-time analytics on traffic volumes and issues	Existing reports are historical and reactive rather than predictive	Disconnected from actual road challenges, concerned about accuracy
PS-4	Emergency vehicle driver (ambulance)	Reach hospitals through quickest, least-congested routes	Navigation doesn't prioritize emergency needs or route clearance	There's no system that adapts to current traffic or communicates with traffic signals	Stressed and frustrated due to possible life-threatening delays