**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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 | 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 |