

Ideation Phase

Define the Problem Statements

Date	23 rd June 2025
Team ID	LTVIP2025TMID41765
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	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

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

Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

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

Problem Statement (PS-1)

I am a city traffic planner and management officer.

I'm trying to predict traffic volume accurately across major intersections and highways.

But I currently rely on outdated manual counters and basic traffic sensors.

Because existing methods fail to account for dynamic factors like weather, holidays, roadworks, and live traffic incidents.

Which makes me feel frustrated and helpless when congestion surges without warning, causing delays and poor city mobility.

Problem Statement (PS-2)

I am a daily commuter traveling to work.

I'm trying to find the quickest and least congested route every morning.

But traffic apps often mislead due to inaccurate or outdated volume estimates.

Because current systems lack intelligent, real-time predictions based on machine learning.

Which makes me feel stressed and late, affecting my productivity and mental peace.