

## Ideation Phase

### Define the Problem Statements

Date	3 JUNE 2025
Team ID	LTVIP2025TMID33800
Project Name	TrafficTellgence: 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.

<b>I am</b>	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
<b>I'm trying to</b>	<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
<b>but</b>	<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
<b>because</b>	<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
<b>which makes me feel</b>	<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:

I am	I'm trying to	But	Because	Which makes me feel
city traffic control officer	manage traffic congestion during peak hours and public events,	I don't have predictive insights to prepare in advance,	traditional systems only provide real-time updates and not forecasts,	reactive and ineffective in controlling traffic flow.

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	I am a city traffic control officer,	I'm trying to manage traffic congestion during peak hours and public events,	But I don't have predictive insights to prepare in advance,	Because traditional systems only provide real-time updates and not forecasts,	Which makes me feel reactive and ineffective in controlling traffic flow.
PS-2	I am a daily commuter in a busy metropolitan city,	I'm trying to plan my route to avoid heavy traffic,	But I often get stuck in unpredictable traffic jams,	Because navigation apps don't always consider weather or event-based traffic spikes,	Which makes me feel frustrated, delayed, and stressed.