Ideation Phase Define the Problem Statements

Date	12 June 2025
Team ID	LTVIP2025TMID33015
Project Name	Traffic Telligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	2 Marks

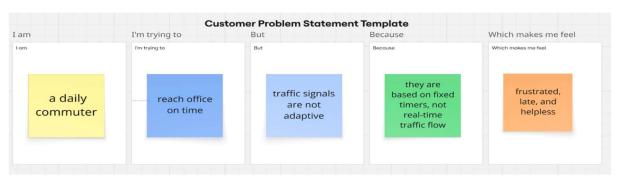
Customer Problem Statement Template:

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.



Examples:



am	I'm trying to	But	Because	Which makes me feel
lam	I'm trying to	But	Because	Which makes me feel
a city traffic manager	reduce peak hour congestion	l lack real- time traffic data	manual data collection is slow and outdated	ineffective and under pressure

Problem	l am	I'm trying to	But	Because	Which makes me feel
Statement (PS)	(Customer)				
PS-1	A daily commuter	Reach office	Traffic	They are	Frustrated, late, and
		on time	signals	based on	helpless
			are not	fixed timers,	
			adaptive	not real-time	
				traffic flow	
PS-2	A city traffic manager	Reduce peak	I lack	Manual data	Ineffective and under
		hour	real-time	collection is	pressure
		congestion	traffic	slow and	
			data	outdated	