

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.

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

Examples:

Customer Problem Statement Template				
I am	I'm trying to	But	Because	Which makes me feel
I am a daily commuter	I'm trying to reach office on time	But traffic signals are not adaptive	Because they are based on fixed timers, not real-time traffic flow	Which makes me feel frustrated, late, and helpless

Customer Problem Statement Template

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manual data collection is slow and outdated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

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A city traffic manager	Reduce peak hour congestion	I lack real-time traffic data	Manual data collection is slow and outdated	Ineffective and under pressure