**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 16 June 2025 |
| Team ID | LTVIP2025TMID20285 |
| 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.

# Problem Statement Canvas – TrafficTelligence

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| --- | --- | --- | --- | --- | --- |
| Problem Statement (PS) | I am (Customer) | I’m trying to | But | Because | Which makes me feel |
| PS-1 | A daily urban commuter | Choose less congested routes for faster travel | I have no accurate way to know traffic conditions in advance | Live traffic apps give generic info, not real-time prediction | Delayed, frustrated, wasting fuel and time |
| PS-2 | A city traffic controller | Monitor and manage traffic flow across intersections | I rely on manual observation or outdated sensors | There's no smart system to analyze congestion volume live | Overwhelmed, reactive, under-equipped |
| PS-3 | A logistics delivery driver | Plan deliveries avoiding peak traffic hours | I can’t accurately predict traffic bottlenecks | Traffic patterns change quickly due to time/weather conditions | Pressured, delayed, and less productive |