

Ideation Phase

Define the Problem Statements

Date	25 June 2025
Team ID	LTVIP2025TMID32460
Project Name	Traffic Telligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	4 Marks

Customer Problem Statement:

In today's rapidly urbanizing cities, commuters, traffic authorities, and urban planners all struggle with unpredictable traffic conditions. Commuters face daily delays due to reactive, rather than proactive, traffic systems. City planners lack data-driven insights to anticipate future traffic trends, making it difficult to design infrastructure that meets evolving demands. Traffic authorities find it challenging to manage real-time congestion effectively without predictive analytics. **TrafficTelligence** addresses these pain points by offering machine learning-based traffic volume estimation and forecasting, helping stakeholders make smarter, data-informed decisions to improve mobility, planning, and daily commuting experiences.

Analyzing Traffic Management Challenges



Problem Statement(PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a daily commuter relying on navigation apps	To reach my workplace on time.	Unable to reach the work place	Heavy traffic present in the city	Feeling very tired and exhausted even in the login time

