

Project Design Phase
Problem–Solution

Date	25 June 2025
Team ID	LTVIP2025TMID32460
Project Name	Traffic Telligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	2 Marks

Problem–Solution

The Problem–Solution Fit in the context of **TrafficTelligence** refers to identifying critical issues faced by commuters, city planners, and traffic authorities, and providing a data-driven solution that precisely addresses those needs. Through behavioral understanding and real-world observation, TrafficTelligence delivers a machine learning-based system that forecasts traffic volume with accuracy and real-time relevance.

Purpose:

✓ Solve complex problems in a way that fits the state of your customers:

TrafficTelligence provides intelligent traffic forecasts using historical data, weather inputs, and event-based patterns. This empowers commuters to make smarter travel decisions, authorities to reduce congestion, and planners to build cities that move efficiently.

✓ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior:

By integrating with real-time traffic management systems and navigation platforms, TrafficTelligence uses channels that customers already rely on—like traffic control units and GPS apps—making adoption seamless and intuitive.

✓ Sharpen your communication and marketing strategy with the right triggers and messaging:

Our strategy targets commuters with messages about time-saving routes, targets planners with data-backed urban insights, and engages traffic officials with smart control solutions—all based on solving their specific, high-frequency pain points.

✓ Increase touchpoints with your company by finding the right problem behavior fit and building trust by solving frequent annoyances, or urgent or costly problems:

Daily delays, fuel wastage, and mismanaged peak-hour flows are pressing issues. TrafficTelligence positions itself as a reliable partner in addressing these everyday frustrations by offering predictive clarity and actionable

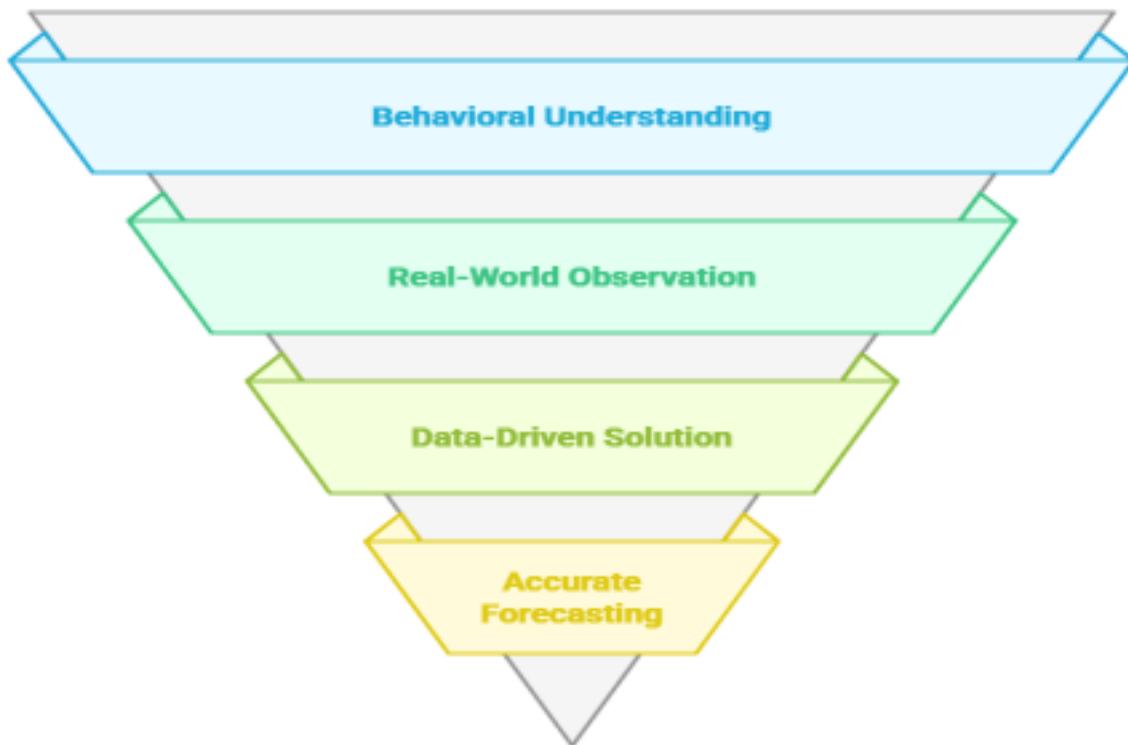
recommendations.

✓ Understand the existing situation in order to improve it for your target group :

We analyze current traffic conditions, identify bottlenecks, and continuously learn from data trends. This adaptive intelligence allows us to offer enhanced traffic solutions tailored to the unique behaviors and challenges of each target group.

<p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer? i.e. working parents of 5-8 yrs. kids</p>	<p>6. CUSTOMER CONSTRAINTS CC</p> <p>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices</p>	<p>5. AVAILABLE SOLUTIONS AS</p> <p>Which solutions are available to the customers when they have the problem or need to get the job done? What have they tried in the past? What price points do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p>	<p>Explore AS, differentiate</p>
<p>2. JOBS-TO-BE-DONE / PROBLEMS JBP</p> <p>What jobs-to-be-done (or problems) do you address for your customers? There could be more than one, require different skills.</p>	<p>9. PROBLEM ROOT CAUSE RC</p> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations</p>	<p>7. BEHAVIOUR BE</p> <p>What does your customer do to address the problem and get the job done? i.e. directly related: find the right color pen/notebook, calculate usage and benefits, indirectly associated: customers spend too time or volunteering work (in Greenpark)</p>	
<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure → confident, in control → use it for your communication strategy & design.</p>	<p>10. YOUR SOLUTION SL</p> <p>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from IT</p> <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from IT and use them for customer development.</p>	<p>Extract online & offline CH of BE</p>

TrafficTelligence Problem-Solution Funnel



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