**Ideation Phase**

**Define the Problem Statements**

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| Date | 27 June 2025 |
| Team ID | LTVIP2025TMID44293 |
| Project Name | Traffic Intelligence : 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.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

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| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | I’m a city traffic planner. | I’m trying to accurately predict peak traffic volumes in real-time. | But I rely on outdated manual counting methods and static models. | Because I don’t have access to dynamic and intelligent traffic data systems. | Which makes me feel like frustated and helpless when congestion issues go unresolved. |
| PS-2 | I’m a smart city developer. | I’m trying to optimize traffic signal timings based on real-time road usage. | But current infrastructure lacks intelligent data integration. | Because traditional traffic monitoring systems are reactive rather than predictive. | Which makes me feel overwhelmed and concerned about the inefficiency and growing traffic delays. |