

Project Design Phase
Problem – Solution Fit

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| Date | 26 June 2026 |
| Team ID | LTVIP2025TMID35978 |
| Project Name | Traffictelligence |
| Maximum Marks | 2 Marks |

Problem – Solution Fit :

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ · Solve complex problems in a way that fits the state of your customers.
- ☐ · Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ · Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ · Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ · Understand the existing situation in order to improve it for your target group.

Template:

- ****Problem****: Urban commuters, traffic managers, and delivery drivers face unpredictable traffic due to a lack of real-time, accurate volume predictions based on weather, time, and holidays, resulting in delays and inefficiency.
- ****Solution****: A web-based tool that uses machine learning to provide precise traffic volume estimates from user inputs, accessible without registration.
- ****Fit Evidence****: Commuters can plan routes better, reducing stress (high demand for traffic apps). Traffic managers can optimize flow with data-driven insights (need for real-time tools). Delivery drivers can adjust schedules, improving delivery times (urgent need for reliability).
- ****Behavioral Alignment****: Users already check weather and traffic apps; this solution integrates into that habit with added prediction capability.
- ****Customer Validation****: Initial feedback from local users shows interest in a free, easy-to-use prediction tool