**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 25 June 2025 |
| Team ID | LTVIP2025TMID47250 |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 |  |  |  |  |  |
| PS-2 |  |  |  |  |  |

## Problem Statement (PS-1):

* I am a traffic management official or city transportation planner.
* I’m trying to estimate traffic volume in advance to optimize signal timings, reroute congestion, and improve commuter experience.
* But current tools are reactive and depend on historical patterns alone.
* Because there is no intelligent, machine-learning-powered prediction system integrated with live data feeds and traffic sensors.
* Which makes me feel limited in decision-making and unable to adapt to real-time traffic anomalies.

## Problem Statement (PS-2):

* I am a regular commuter or delivery driver.
* I’m trying to plan trips in a way that saves time and fuel by avoiding heavy traffic.
* But traffic predictions are often inaccurate or unavailable in real-time.
* Because existing apps do not utilize advanced traffic prediction techniques powered by live and historical data.
* Which makes me feel frustrated, late, and unproductive during travel.