

## Ideation Phase

### Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID34541
Project Name	TrafficTellgence: 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.

<b>I am</b>	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
<b>I'm trying to</b>	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
<b>but</b>	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
<b>because</b>	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

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

#### Example:

<small>I am</small> a traveler	<small>I'm trying to</small> book flights on my phone	<small>But</small> it takes a long time	<small>Because</small> The website is not responsive and doesn't have a mobile version	<small>Which makes me feel</small> Frustrated
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<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	An urban planner or traffic system designer	Predict and manage traffic volume more accurately to improve road efficiency and commuter experience	I rely on manual analysis or outdated models that don't factor in dynamic variables like weather, time, or historical patterns	Traditional methods lack adaptability and cannot handle the complexity of real-world traffic behavior	Helpless, reactive, and concerned about poor traffic planning decisions that lead to congestion and dissatisfaction
PS-2	I daily commuter relying on city navigation apps	Plan my travel routes to avoid heavy traffic and delays	Most navigation systems only react to current traffic rather than predict future congestion	They lack intelligent forecasting based on patterns like time, weather, and historical volume trends	Frustrated, late, and anxious about reaching destinations on time