**Ideation Phase**

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| Date | 27 June 2025 |
| Team ID | LTVIP2025TMID30092 |
| 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.

**Example Problem Statements:**

**Problem Statement (PS-1)**

**I am** a traffic management authority  
**I’m trying to** reduce road congestion and improve traffic signal control  
**But** I don’t have accurate real-time data or prediction of traffic volume  
**Because** current systems lack AI-based forecasting and integration with traffic factors like weather, time, and holidays  
**Which makes me feel** unable to manage city traffic effectively and frustrated by inefficiencies

**Problem Statement (PS-2)**

**I am** a daily commuter or navigation app user  
**I’m trying to** plan my travel route efficiently and avoid traffic jams  
**But** I can’t always predict traffic congestion on my usual paths  
**Because** available solutions don’t provide accurate volume forecasts based on real conditions  
**Which makes me feel** delayed, frustrated, and unproductive