Ideation Phase
Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID38998
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	2 Marks

Ideation Phase: Define the Problem Statements

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.

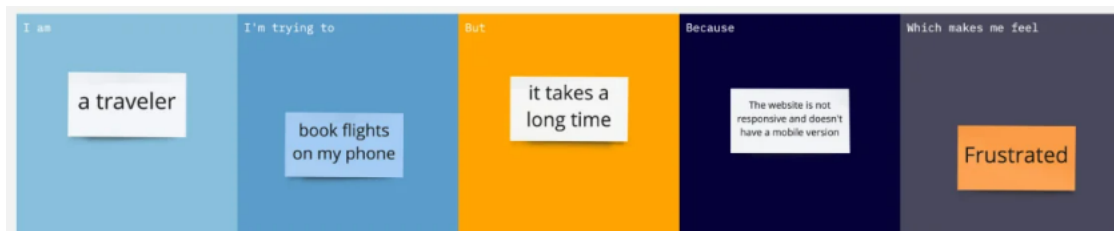**Customer Problem Statement Template:**

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.

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

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

Example:

Problem Statement (PS) Template:
I am (Customer)
I'm trying to
But
Because
Which makes me feel
PS-1 (Customer: Commuter)

I am a daily commuter,
I'm trying to reach my destination on time and efficiently,
But I frequently get stuck in unpredictable traffic congestion and unexpected incidents,
Because existing navigation tools lack real-time predictive capabilities and instant alerts for dynamic road conditions,
Which makes me feel frustrated, stressed, and anxious about delays.
PS-2 (Customer: Traffic Authority / Urban Planner)

I am a traffic authority/urban planner,

I'm trying to effectively manage urban traffic flow and make informed planning decisions,

But we lack comprehensive real-time and predictive data for accurately identifying bottlenecks and responding quickly to incidents,

Because current monitoring systems provide limited insights and are often reactive, not proactive,

Which makes me feel overwhelmed, challenged, and hindered in our efforts to improve urban mobility and safety.