**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 25 June 2025 |
| Team ID | LTVIP2025TMID36909 |
| 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:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A city traffic management authority or smart city planner | Efficiently monitor and manage traffic volume across multiple urban junctions in real time | Current traffic monitoring systems are either outdated, expensive to maintain, or require manual interventions which lead to errors and delay | There is no dynamic or real-time traffic adjustment system in place | Anxious, frustrated, and dissatisfied with the overall urban transportation experience |
| PS-2 | A daily commuter in a busy metropolitan area | Reach my destination on time without delays or unpredictable congestion | often get stuck in traffic due to poor signal timing and lack of traffic volume awareness | There is no dynamic or real-time traffic adjustment system in place | Anxious, frustrated, and dissatisfied with the overall urban transportation experience |