Project Design Phase
Problem – Solution Fit
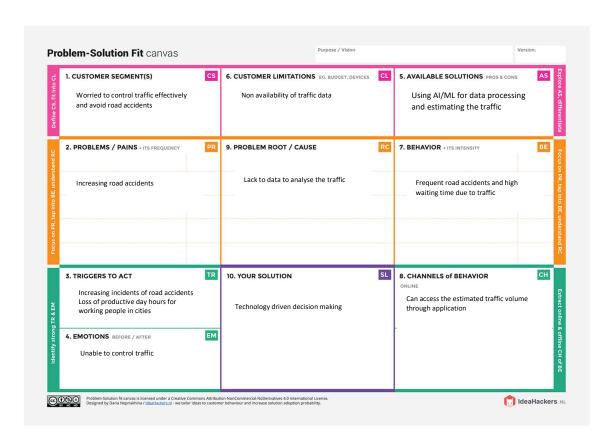
Date	26 June 2025
Team ID	LTVIP2025TMID32654
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	2 Marks

Problem – Solution Fit :

The problem of traffic management has been increasing day by day which needs continuous monitoring and data-driven decision making to address it properly. The current application using AI/ML is a viable solution to the problem. This could assess the traffic on a variety of parameters and can given estimated traffic volume promptly. This could help traffic managing authorities to address the problem effectively and accurately.

Purpose:

❑ To solve problems posed by ever increasing traffic volume
❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
❑ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
❑ **Understand the existing situation in order to improve it for the target group.**

Problem-Solution Fit canvas

	1. CUSTOMER SEGMENT(S) — CS	6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES — CL	5. AVAILABLE SOLUTIONS PROS & CONS — AS
Define CS, fit into CL	Worried to control traffic effectively and avoid road accidents	Non availability of traffic data	Using AI/ML for data processing and estimating the traffic

	2. PROBLEMS / PAINS + ITS FREQUENCY — PR	9. PROBLEM ROOT / CAUSE — RC	7. BEHAVIOR + ITS INTENSITY — BE
Focus on PR, tap into BE, understand RC	Increasing road accidents	Lack to data to analyse the traffic	Frequent road accidents and high waiting time due to traffic

	3. TRIGGERS TO ACT — TR	10. YOUR SOLUTION — SL	8. CHANNELS of BEHAVIOR — CH
Identify strong TR & EM	Increasing incidents of road accidents Loss of productive day hours for working people in cities	Technology driven decision making	ONLINE Can access the estimated traffic volume through application
	4. EMOTIONS BEFORE / AFTER — EM		
	Unable to control traffic		

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Designed by Daria Nepriakhina / IdeaHackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.

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References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe