

## Ideation Phase: Customer Problem Statements

**Date:** 14 July 2025

**Team ID:** LTVIP2025TMID45340

**Project Name:** Traffic Volume Estimation

**Maximum Marks:** 2 Marks

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### ◆ PS-1

- **I am (Customer)**  
A daily commuter in a busy city
  - **I'm trying to**  
Plan my journey to work and choose the fastest route
  - **But**  
I don't have reliable information about current or expected traffic volume
  - **Because**  
Traffic conditions change frequently, and existing apps often don't predict volume accurately for my route
  - **Which makes me feel**  
Frustrated and anxious about being late
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### ◆ PS-2

- **I am (Customer)**  
A city traffic management officer
- **I'm trying to**  
Manage traffic flow effectively and reduce congestion in peak hours
- **But**  
I lack accurate, real-time data on traffic volume across different zones
- **Because**  
Current systems are outdated or do not integrate predictive analytics
- **Which makes me feel**  
Helpless in preventing traffic jams and public dissatisfaction