

## Ideation Phase

### Define the Problem Statements

|               |   |
|---------------|---|
| Date          | 27 june 2025  |
| Team ID       | LTVIP2025TMID59902  |
| 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.

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

#### Example:

|                                   |  |  |   |  |
|-----------------------------------|--|--|---|--|
| <small>I am</small><br>a traveler | <small>I'm trying to</small><br>book flights on my phone | <small>But</small><br>it takes a long time | <small>Because</small><br>The website is not responsive and doesn't have a mobile version | <small>Which makes me feel</small><br>Frustrated |
|-----------------------------------|--|--|---|--|

| Problem Statement (PS) | I am (Customer)                                | I'm trying to   | But  | Because  | Which makes me feel     |
|------------------------|--|---|--|--|-------------------------|
| PS-1                   | Roads are frequently jammed during peak hours. | Real-time traffic flow analysis, congestion prediction, | The data is not updated in real time or is | Current traffic monitoring systems are outdated or lack proper | Frustrated and helpless |

|      |  |  |   |  |                           |
|------|--|--|---|--|---------------------------|
|      |  | and smart rerouting.   | in accurate   | sensors and integration  |                           |
| PS-2 | A daily commuter stuck at inefficient traffic signals. | Reach my destination faster by reducing idle time at signals | The Signals operate on fixed timers and don't consider actual traffic condition | Signal Systems are not integrated with real-time traffic Data or sensors | Wasted, annoyed, and late |