Problem – Solution Fit Template

Project Design Phase

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Project Name:Traffictelligence:Advanced Traffice Volume Estimation With Machine

Maximum Marks:2Marks

Problem – Solution Fit Overview

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

Purpose

- Solve complex problems in a way that fits the state of your customers.- 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 your target group.

Problem-Solution Fit For Traffictelligence:Traffic volume estimation with Machine

Problem:

Traditional traffic volume estimation methods (manual counts, loop detectors, cameras) are costly, slow, and often inaccurate, making it difficult for urban planners and traffic authorities to make informed decisions in real time.

Solution:

Trafficelligence leverages machine learning algorithms to process real-time and historical traffic data, delivering highly accurate, scalable, and automated traffic volume estimates, enabling smarter city planning, congestion management, and infrastructure development.

Customer segments:

-Government & Urban Planning Authorities

-Smart City Developers

-Transportation & Traffic Management Departments

-Logistics & Fleet Management Companies

-Construction & Civil Engineering Firms

-Urban Mobility & Public Transport Operators

Scenario Based fit:

A city traffic department uses Trafficelligence to automatically estimate real-time traffic volume, enabling data-driven decisions for infrastructure planning and congestion control.

Scenario 1:

A city municipality needs to plan a new flyover but lacks recent traffic data to justify the investment and design capacity.

Scenario 2:

A logistics company struggles with frequent delivery delays due to unpredictable traffic congestion in key urban routes.

Scenario 3:

A smart city project aims to optimize traffic signals in real time but lacks a system to estimate traffic volume accurately across intersections.