**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 15 June 2025 |
| Team ID | LTVIP2025TMID34541 |
| 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.



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 | An urban planner or traffic system designer | Predict and manage traffic volume more accurately to improve road efficiency and commuter experience | I rely on manual analysis or outdated models that don’t factor in dynamic variables like weather, time, or historical patterns | Traditional methods lack adaptability and cannot handle the complexity of real-world traffic behavior | Helpless, reactive, and concerned about poor traffic planning decisions that lead to congestion and dissatisfaction |
| PS-2 | I daily commuter relying on city navigation apps | Plan my travel routes to avoid heavy traffic and delays | Most navigation systems only react to current traffic rather than predict future congestion | They lack intelligent forecasting based on patterns like time, weather, and historical volume trends | Frustrated, late, and anxious about reaching destinations on time |