## Ideation Phase Define the Problem Statements

Date	17th July, 2025
Team ID	LTVIP2025TMID56158
Project Name	TrafficTelligence: Advanced Traffic Volume
	Estimation with Machine Learning
Maximum Marks	2 Marks

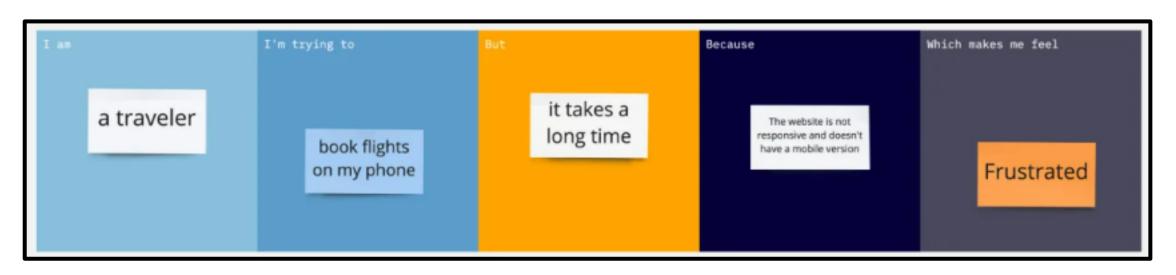
## **Customer Problem Statement Template:**

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.

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

## **Example:**



Problem Statement (PS)	I am (Customer)	I'm trying to	But		Which makes me feel
PS-1	Roads are	Real-time	The data is	Current traffic	Frustrated and
	frequently	traffic flow	not	monitoring	helpless
	jammed	analysis,	updated in	systems are	

	during peak	congestion	real time or	outdated or	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