

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.

I 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:

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

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

	during peak hours.	congestion prediction, and smart rerouting	real time or is in accurate	outdated or lack proper sensors and integration	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