**Ideation Phase**

**Define the Problem Statements**

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| 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. Graphical user interface, text, application, email

Description automatically generated

**Example:**

Chart, treemap chart

Description automatically generated

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| --- | --- | --- | --- | --- | --- |
| **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, and smart rerouting. | The data is not updated in real time or is in accurate | Current traffic monitoring systems are outdated or lack proper sensors and integration | Frustrated and helpless |
| 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 |