Ideation Phase
Define the Problem Statements

Date	28 June 2025
Team ID	LTVIP2025TMID40870
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning.
Maximum Marks	2 Marks

Customer Problem Statement Template:

Problem Statement:

Urban traffic congestion is a growing challenge, impacting commute times, fuel consumption, and city planning efficiency. Traditional traffic monitoring methods often rely on expensive sensors or manual observation. TrafficTelligence aims to revolutionize traffic volume estimation by leveraging machine learning to analyze real-time video feeds and aerial imagery This intelligent system can automatically detect, track, and quantify vehicle flow on highways and city roads, offering scalable, cost-effective, and data-driven insights for smart city infrastructure.

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

Reference: https://miro.com/templates/customer-problem-statement/

Example: Traffic Telligence

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A regular commuter	Reach my Destination on time	I don't know the traffic in advance	I can't plan the best route	Frustrated and delayed
PS-2	A traffic department staff	Predict road congestion levels	Manual tracking is inefficient	Traffic patterns change frequently	Helpless and overloaded