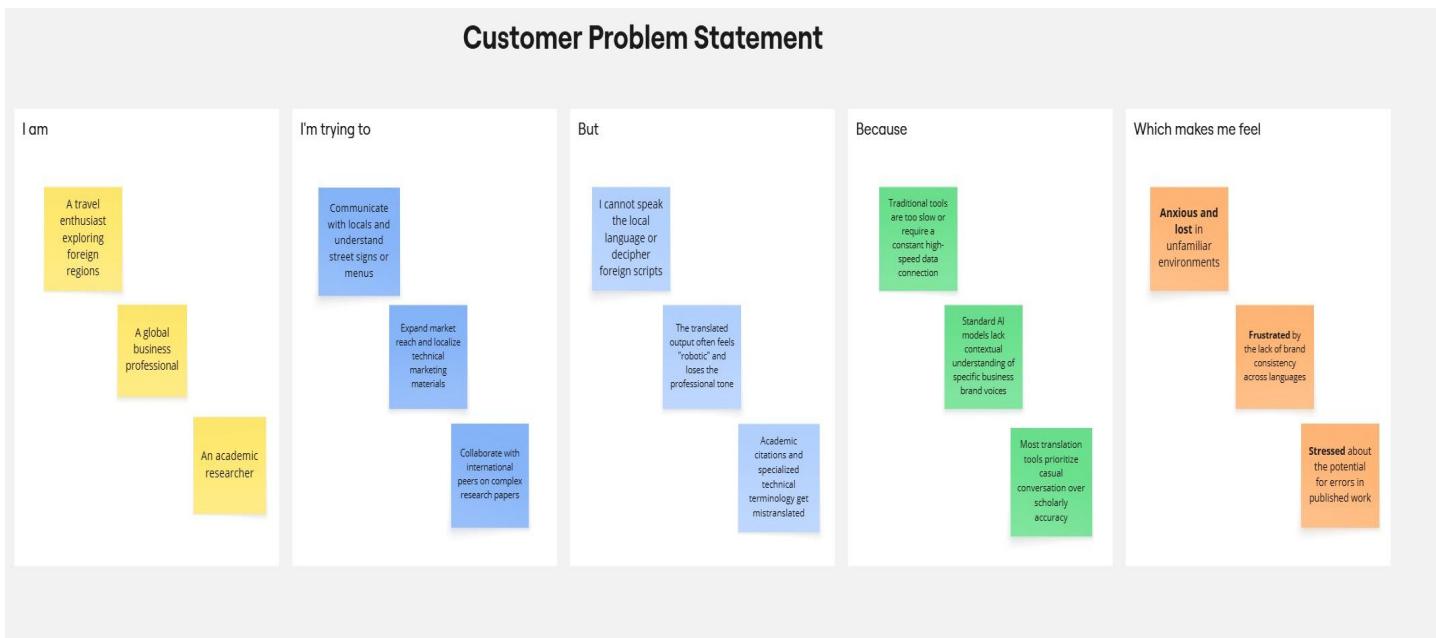


## Ideation Phase

### Define the Problem Statements

Date	31 January 2026
Team ID	LTVIP2026TMIDS88360
Project Name	Civil Engineering Insight Studio
Maximum Marks	2 Marks

#### Customer Problem Statement



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A travel enthusiast exploring foreign regions	Communicate with locals and understand street signs or menus	I cannot speak the local language or decipher foreign scripts	Traditional tools are too slow or require a constant high-speed data connection	Anxious and lost in unfamiliar environments
PS-2	A global business professional	Expand market reach and localize technical marketing materials	The translated output often feels "robotic" and loses the professional tone	Standard AI models lack contextual understanding of specific business brand voices	Frustrated by the lack of brand consistency across languages
PS-3	An academic researcher	Collaborate with international peers on complex research papers	Academic citations and specialized technical terminology get mistranslated	Most translation tools prioritize casual conversation over scholarly accuracy	Stressed about the potential for errors in published work