

## Ideation Phase

### Define the Problem Statements

Date	14 March 2025
Team ID	PNT2025TMID00705
Project Name	<b>TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning</b>
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

##### Introduction to Customer Problem Statement

A well-defined Customer Problem Statement is a foundational element in product development and business strategy. It helps teams clearly articulate the challenges faced by customers, understand their underlying causes, and design effective solutions. By framing the problem accurately, businesses can focus on delivering value-driven solutions that meet user needs.

##### Structure of the Customer Problem Statement Template

The Customer Problem Statement Template consists of five essential sections:

**1. I Am (Who is the Customer?)**

This section identifies the target customer and their attributes. Understanding the user persona allows businesses to develop relevant solutions.

##### Example Personas:

- A city traffic planner
- A daily commuter
- A logistics company manager

**2. I'm Trying To (What is Their Goal?)**

This part defines what the customer is attempting to achieve. It focuses on their objectives and desired outcomes.

##### Examples:

- Predict traffic congestion in advance
- Find the best route to avoid traffic
- Optimize delivery routes for efficiency

**3. But (What Challenges Do They Face?)**

This section highlights the barriers preventing customers from reaching their goals. These can be technological, procedural, or external constraints.

##### Examples:

- Lack of real-time traffic insights

- Unpredictable congestion during peak hours
- Manual route planning is inefficient

#### 4. **Because (Why is This Happening?)**

Here, the root causes of the problems are explored. Understanding why challenges exist helps businesses develop better solutions.

##### **Examples:**

- Existing traffic models are outdated
- Weather and events impact traffic unpredictably
- Insufficient data-driven planning

#### 5. **Which Makes Me Feel (Emotional Impact)**

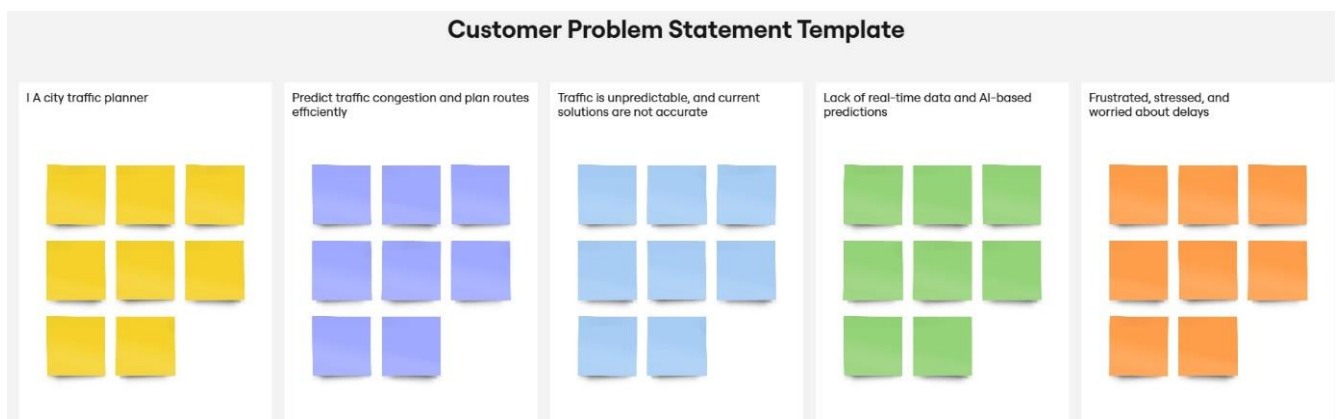
This section captures the emotions associated with the problem. Customer emotions influence decision-making and service expectations.

##### **Examples:**

- Frustrated due to long travel times
- Stressed about reaching work late
- Concerned about fuel costs and emissions

### **Conclusion**

A structured Customer Problem Statement ensures that businesses fully understand customer pain points and design impactful solutions. By addressing real challenges with empathy and data-driven insights, organizations can create better products and services that improve customer experiences and drive success.



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

##### **Example:**



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A city traffic planner	Predict traffic congestion in advance	Lack of real-time traffic insights	Existing traffic models are outdated	Frustrated due to long travel times
PS-2	A daily commuter	Find the best route to avoid traffic	Manual route planning is inefficient	Insufficient data-driven planning	Concerned about fuel costs and emissions