**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 27 June 2025 |
| Team ID | LTVIP2025TMID44432 |
| 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

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1: Inefficiency in Traditional Traffic Volume Monitoring | I’m a city traffic manager responsible for optimizing urban mobility. | I’m trying to estimate traffic volume accurately to make data-driven decisions for congestion management. | But I’m rely on manual counts or outdated sensor-based systems that are often inaccurate or limited in scope. | Because these traditional methods lack scalability and real-time adaptability to dynamic traffic conditions. | Which makes me feel frustrated and ineffective in managing city-wide traffic flow efficiently. |
| PS-2:  Lack of Predictive Insights for Infrastructure Planning | I’m a  transportation planner working on long-term infrastructure development. | I’m trying to anticipate future traffic patterns and volume to design roads and public transport routes effectively. | But I don't have access to intelligent tools that can analyze historical and real-time data to forecast traffic trends accurately. | Because current planning models do not incorporate machine learning capabilities for predictive analysis. | Which makes me feel uncertain and underprepared when making critical investment decisions.  . |