**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID40768 |
| Project Name | Traffictelligence |
| Maximum Marks | 2 Marks |

**Customer Problem Statement:**

Modern commuters, city planners, and logistics companies need an intelligent system to anticipate and mitigate traffic congestion because traditional prediction models fail to account for real-time events, weather anomalies, and shifting urban mobility patterns. Our solution will leverage AI and crowd-sourced data to provide dynamic traffic insights, enabling smarter routing decisions, reduced emissions, and improved urban mobility efficiency.

|  |  |
| --- | --- |
| I am A hybrid office worker | |
| I’m trying to | Reduced travel time and stress |
| But | Difficulty planning routes due to unpredictable traffic |
| Because | Daily commute in a busy city |
| Which makes feel | Increased travel time and stress |

