**Project Design Phase**

**Problem – Solution Fit**

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

**Problem – Solution Fit :**

Validating that our AI-powered traffic intelligence platform effectively addresses core mobility challenges for modern urban stakeholders through data-driven solutions.

**Purpose:**

❑ · Solve complex problems in a way that fits the state of your customers.

❑ · Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.

❑ · Sharpen your communication and marketing strategy with the right triggers and messaging.

❑ · Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.

❑ · Understand the existing situation in order to improve it for your target group.

**Template**:

* \*\*Problem\*\*: Urban commuters, traffic managers, and delivery drivers face unpredictable traffic due to a lack of real-time, accurate volume predictions based on weather, time, and holidays, resulting in delays and inefficiency.
* \*\*Solution\*\*: A web-based tool that uses machine learning to provide precise traffic volume estimates from user inputs, accessible without registration.
* \*\*Fit Evidence\*\*: Commuters can plan routes better, reducing stress (high demand for traffic apps). Traffic managers can optimize flow with data-driven insights (need for realtime tools). Delivery drivers can adjust schedules, improving delivery times (urgent need for reliability).
* \*\*Behavioral Alignment\*\*: Users already check weather and traffic apps; this solution integrates into that habit with added prediction capability.
* \*\*Customer Validation\*\*: Initial feedback from local users shows interest in a free, easy-touse prediction tool
* \*\*Impact Metrics\*\*:Target 30% reduction in user-reported commute stress,Goal of 25% improvement in urban traffic flow efficiency by 2027