

## Ideation Phase

### Define the Problem Statements

Date	30 June 2025
Team ID	LTVIP2025TMID32889
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

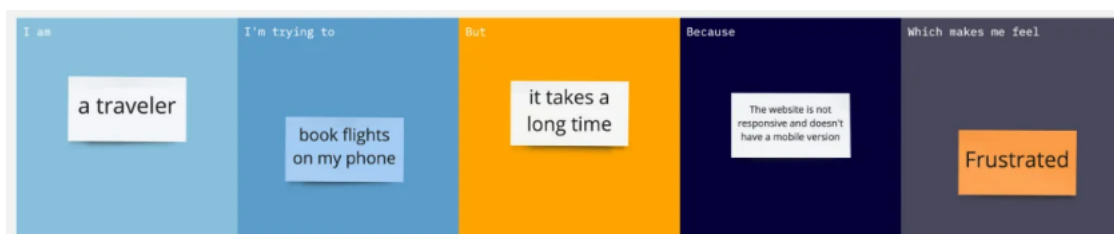
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way – <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists – <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view – <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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
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PS-1	I am a city traffic manager	I'm trying to monitor and manage real_time traffic volume across multiple intersections	I don't have accurate, timely data to make informed decisions	Current systems rely on outdated sensors and manual reporting	Frustrated and ineffective at reducing congestion and improving commuter experience
PS-2	I am a daily commuter in a metropolitan city	I'm trying to plan my route to avoid traffic and reach my destination on time	But I don't have access to reliable, up-to-date traffic volume information	Because traffic estimation apps often use generalized or delayed data	anxious, stressed, and frequently late