

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID45044
Project Name	traffictelligence: advanced traffic volume estimation with machine
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.

I am	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
but	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
because	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
which makes me feel	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	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	a city traffic manager	monitor and control traffic congestion during peak hours	I don't have real-time traffic volume predictions to make informed decisions	the current manual methods are outdated and not predictive	frustrated and inefficient in managing urban traffic flow
PS-2	a commuter or regular road user	plan my travel route to avoid heavy traffic	I don't know when or where the traffic will be high	traffic information is either unavailable or not accurate	anxious, delayed, and often stuck in jams