

Ideation Phase
Define the Problem Statements

Date	11 June 2025
Team ID	LTVIP2025TMID45739
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	2 Marks

Customer Problem Statement :

To develop a meaningful traffic intelligence solution, we must deeply understand the daily challenges faced by our users—commuters and traffic authorities. This problem statement framework helps us capture their real-world frustrations and unmet needs.

A well-defined customer problem statement guides us toward creating data-driven, adaptive solutions that improve traffic flow, enhance commuter experience, and empower city planners. By stepping into the users’ shoes, we ensure that our traffic management system is not just functional, but also impactful and user-centric.

Problem Statement (PS)	I am (Customer)	I’m trying to	But	Because	Which makes me feel
PS-1	I am a daily commuter in a busy urban area.	I’m trying to reach my destination on time without stress.	But traffic conditions are unpredictable and apps aren't always reliable.	Because they don’t factor in real-time events like weather, protests, or local disruptions .	Which makes me feel anxious, late, and frustrated almost every day.

PS-2	I am a city traffic authority.	I'm trying to manage traffic flow and reduce congestion across major routes.	But I lack predictive tools and integrated event awareness.	Because current systems are reactive and don't utilize modern data intelligence.	Which makes me feel under-equipped and overwhelmed during peak hours or special events.
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