**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 16 June 2025 |
| Team ID | LTVIP2025TMID41886 |
| Project Name | TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Many daily commuters and city planners face difficulties due to unpredictable traffic congestion. Commuters often arrive late and feel stressed, while planners struggle to make data-driven decisions because they lack accurate traffic volume information. This problem exits because current systems do not provide real-time, intelligent traffic predictions. As a result, users feel frustrated, helpless, and inefficient in their roles and daily routines.

Graphical user interface, text, application, email

Description automatically generated

Reference: <https://miro.com/templates/customer-problem-statement/>

**Example:**

Chart, treemap chart

Description automatically generated

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| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A daily commuter | Reach the office on time | Traffic jams delay me every day | There’s no real-time traffic monitoring | Anxious and helpless |
| PS-2 | a public transportation planner in a city | Optimize bus routes and schedules based on road usage | I lack accurate traffic volume data for decision-making | Current systems don’t use intelligent prediction models for traffic estimation | Helpless and inefficient in planning better services |