**Ideation Phase**

**Empathize & Discover**

| Date | 16 june 2025 |
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| Team ID | LTVIP2025TMID14955 |
| Project Name | Traffic telligence:Ad Advance traffic volume estimation with Machine Learning |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

Aspect Empathize Discover

Purpose Understand the user’s emotions, needs, and motivations Identify the problem space and gather relevant information

Focus User experience and perspective Broad exploration of challenges and context

Key Activities - User interviews

- Observation

- Journey maps - Market research

- Stakeholder analysis

- Trend analysis

Goal Gain deep empathy for the users Uncover opportunities and define potential areas of focus

Tools Used - Empathy maps

- Personas

- Shadowing - SWOT analysis

- Surveys

- Competitive analysis

Outcome Insight into user behavior and feelings A clearer picture of the problem landscape

Mindset Human-centered, compassionate Curious, open-minded, investigative

Summary:

Empathize is about stepping into the users’ shoes.

Discover is about exploring and understanding the context and broader system.