

Ideation Phase

Empathize & Discover

Date	24 June 2025
Team ID	LTVIP2025TMID35493
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	

Empathy Map Canvas:

Target User: Daily Commuter (using TrafficTelligence for smarter travel decisions)

1. Says

- "I need to reach my destination on time without getting stuck in traffic."
- "I want real-time traffic updates that actually reflect the road conditions."
- "Why do maps always suggest routes that end up being jammed?"

2. Thinks

- "Is there a smarter way to avoid traffic congestion?"
- "Will this app help me find better routes than Google Maps?"
- "Is it using real-time data or just outdated reports?"

3. Does

- Opens the app before or during travel.
- Enters destination and checks suggested routes.
- Follows navigation and adapts to suggested alternate paths.
- Reports traffic incidents (if enabled in app).

4. Feels

- Stressed and impatient when stuck in traffic.
- Relieved when finding a faster, clear route.
- Curious and skeptical about using a new traffic tool.
- Empowered if the app gives timely and useful suggestions.

5. Pains

- Wasted time due to traffic jams.
- Unreliable or generic suggestions from existing apps.
- Fuel wastage and increased travel costs.
- Anxiety from being late to work, meetings, or emergencies.

6. Gains

- Accurate, AI-powered traffic predictions.
- Route recommendations based on real-time congestion and incidents.
- Reduced commute time and fuel consumption.
- Confidence in reaching destinations on time.