**Ideation Phase**

**Empathize & Discover**

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| 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* "Is it using real-time data or just outdated reports?"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.