


## IdeationPhase

### Brainstorm & Idea Prioritization Template

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	4Marks

Brainstorm & Idea Prioritization Template: Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions. Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room. Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement



### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare  
🕒 1 hour to collaborate  
👥 2-8 people recommended

**Before you collaborate**  
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

- A Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- B Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- C Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) →

**1 Define your problem statement**  
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

problem

How might we [your problem statement]?

**Key rules of brainstorming**  
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

#### Step-2: Brainstorm, Idea Listing and Grouping

2

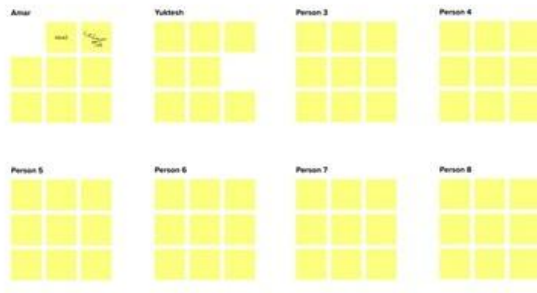
**Brainstorm**

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

**TIP**

You can select a sticky note and hit the [print] button to [print] it to start drawing!



3

**Group ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

**TIP**

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as they arise within your board.

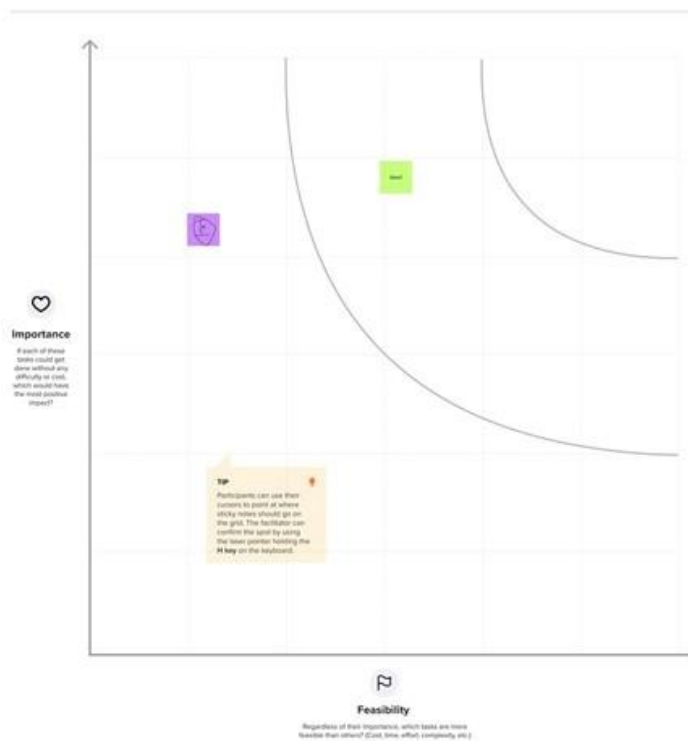
## Step-3: Idea Prioritization

4

**Prioritize**

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes



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### Brainstorm & Idea Prioritization Template

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🕒 5 minutes

**PROBLEM**  
How might we [your problem statement]?

**Key rules of brainstorming**  
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- If possible, be visual.

#### Step-2: Brainstorm, Idea Listing and Grouping

2

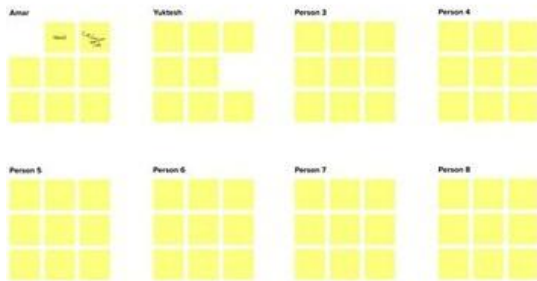
**Brainstorm**

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

**TIP**

You can select a sticky note and hit the pencil icon to switch over to free drawing!

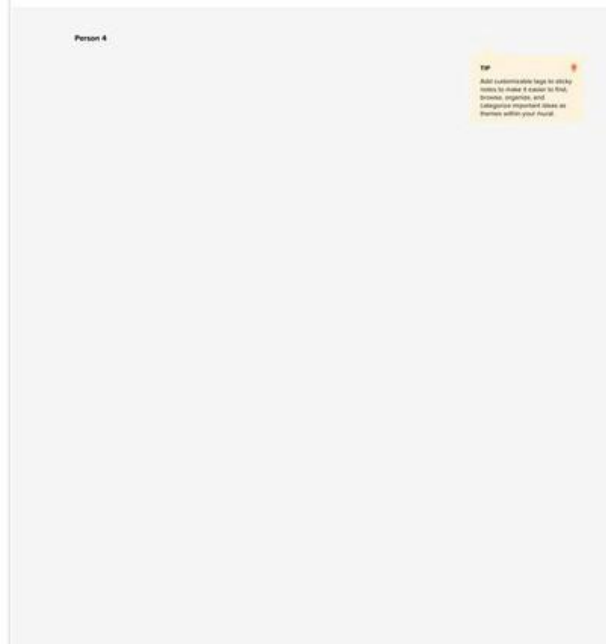


3

**Group ideas**

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⌚ 20 minutes

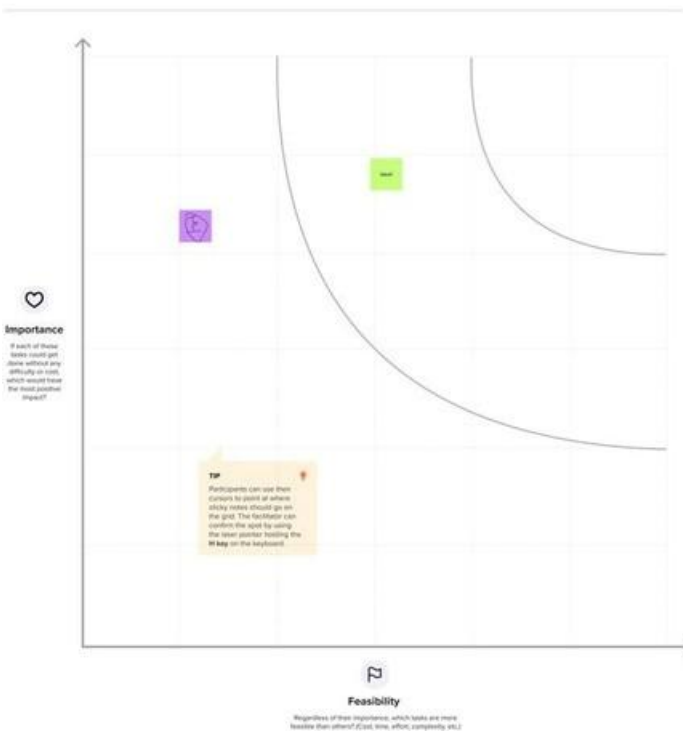
**Step-3: Idea Prioritization**

4

**Prioritize**

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes



IdeationPhase

## Define the Problem Statements

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	2Marks

Customer Problem Statement Template: Create a problem statement to understand your customer's point of view. The Customer

Problem Statement template helps you focus on what matters to create experiences people will love. A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

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

Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1 PS-2					



## Ideation Phase

### Define the Problem Statements

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Trafficintelligence
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
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Reference: <https://miro.com/templates/customer-problem-statement/> Example:

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1					
PS-2					





## IdeationPhase

### Empathize&Discover

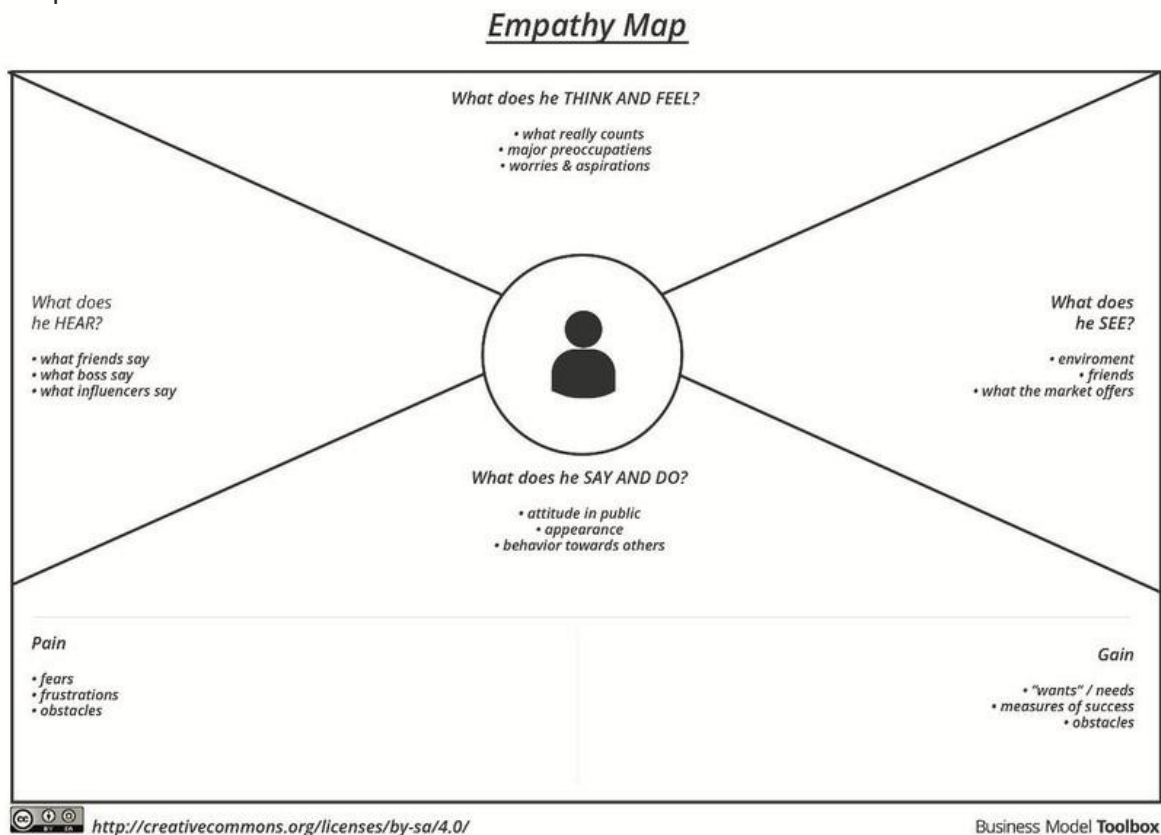
Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	4Marks

**Empathy Map Canvas:** An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

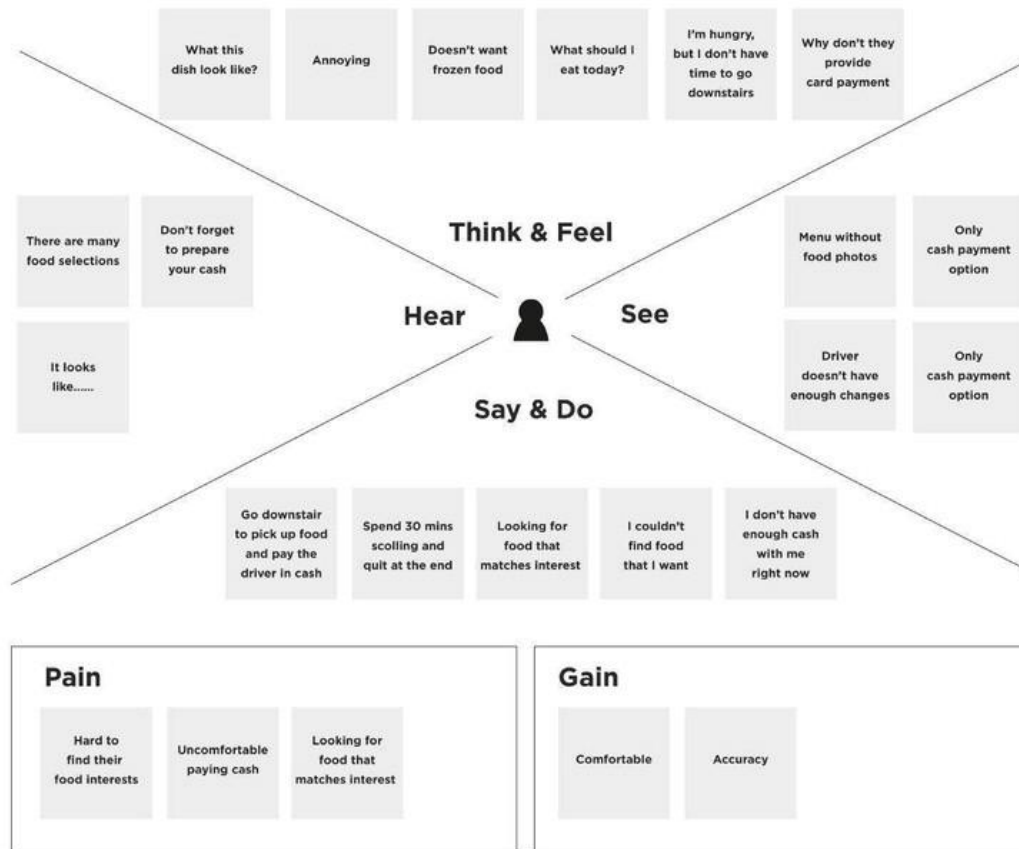
Example:



<https://www.mural.co/templates/empathy-map-canvas>

Reference:

## Example: Food Ordering & Delivery Application



## IdeationPhase

### Empathize&Discover

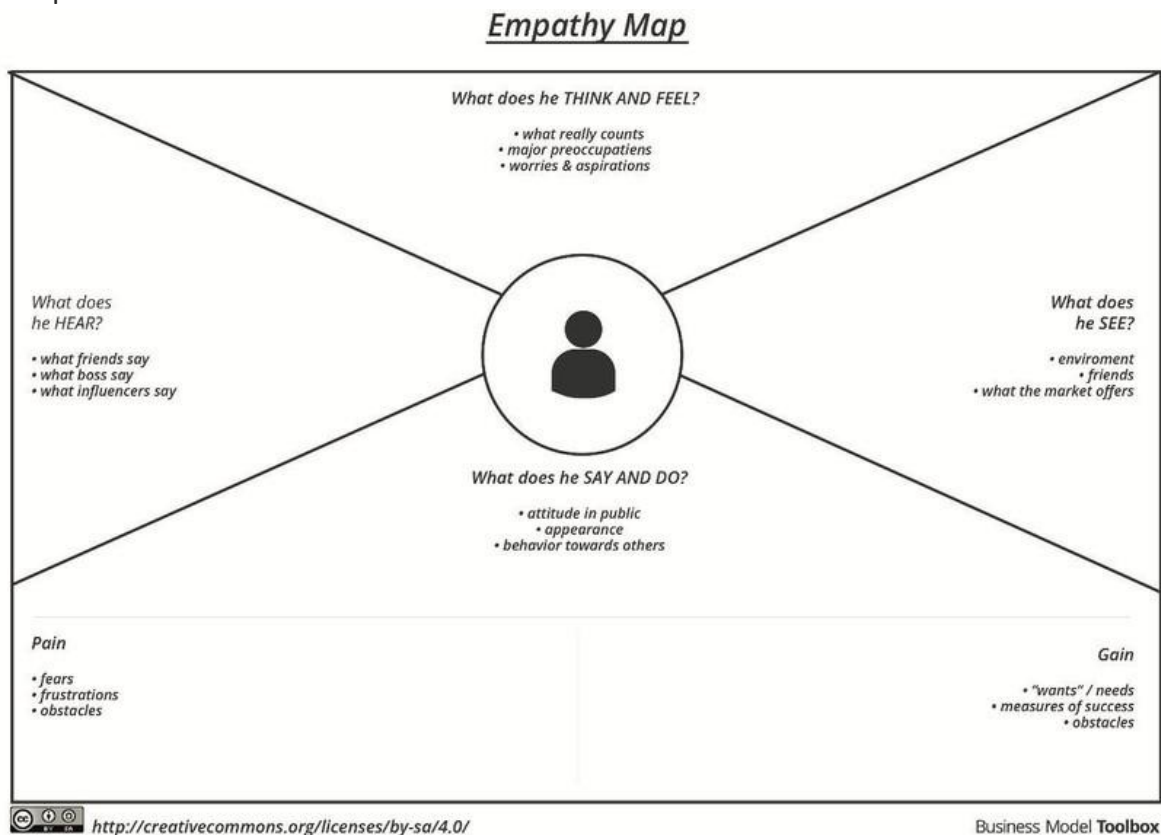
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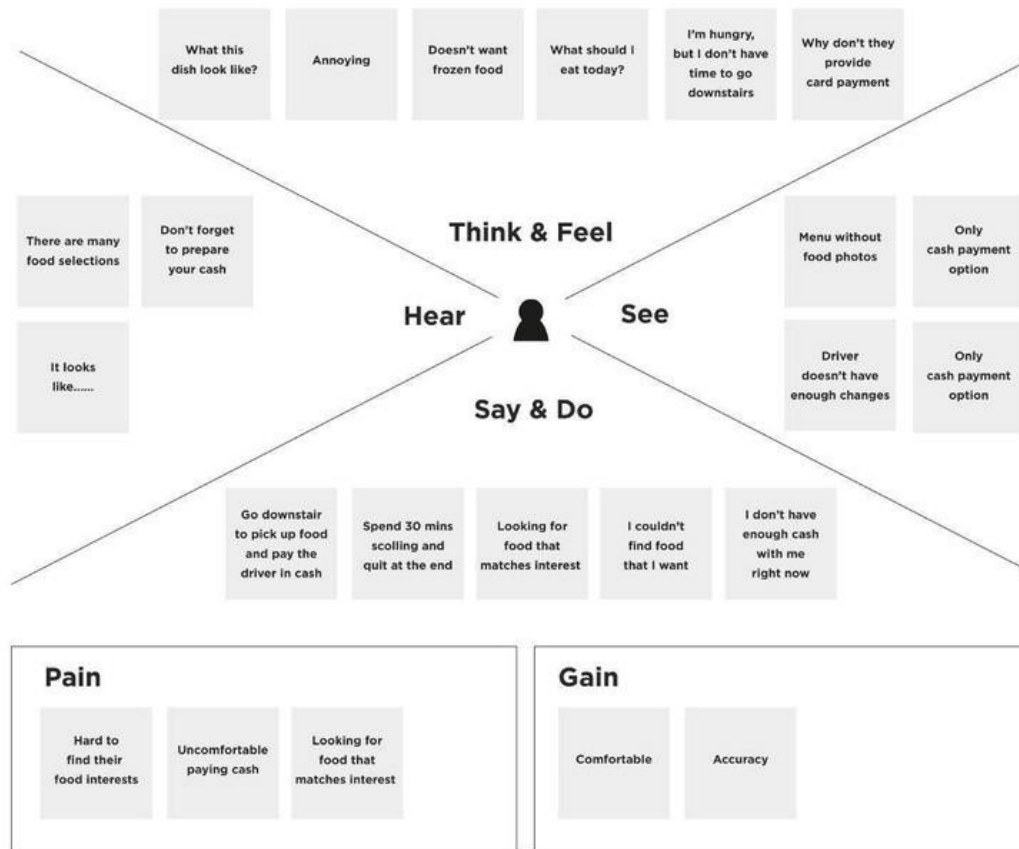
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## Example: Food Ordering & Delivery Application



## Ideation Phase

### Empathize & Discover

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Team ID	LTVIP2025TMID33875
Project Name	Trafficintelligence
Maximum Marks	4 Marks

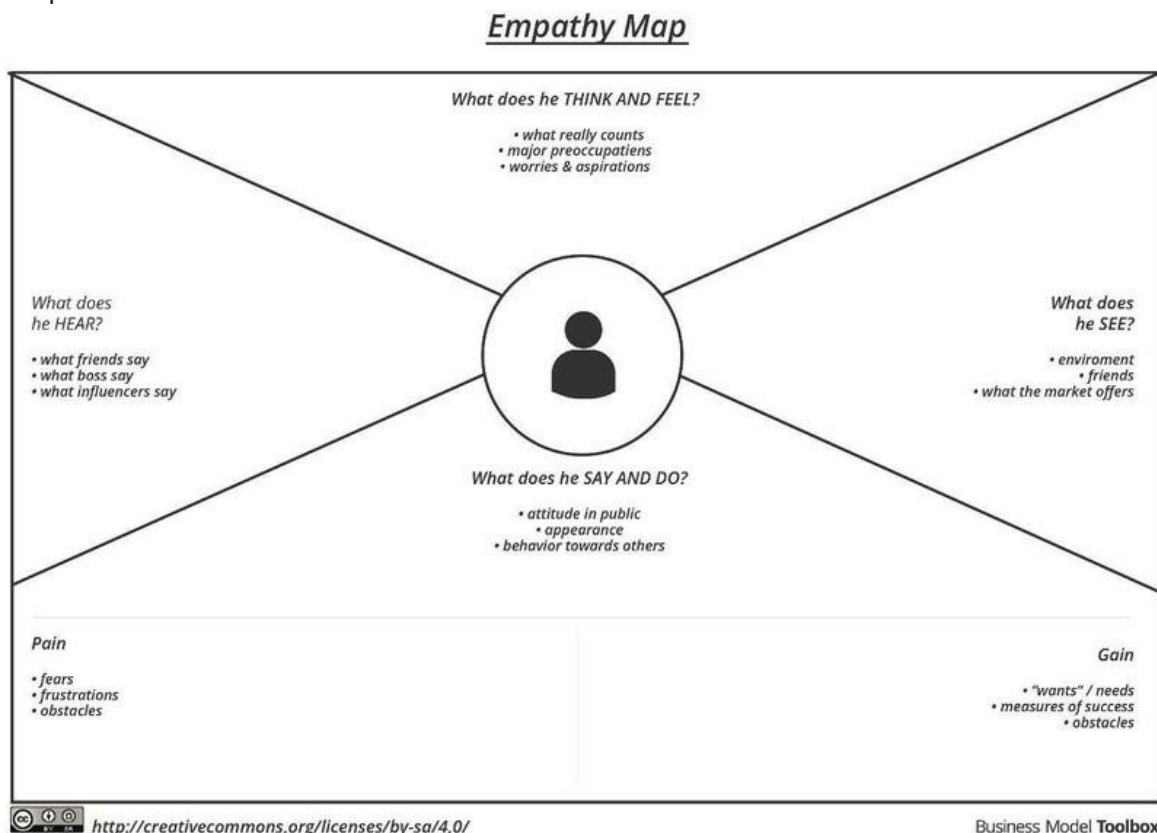
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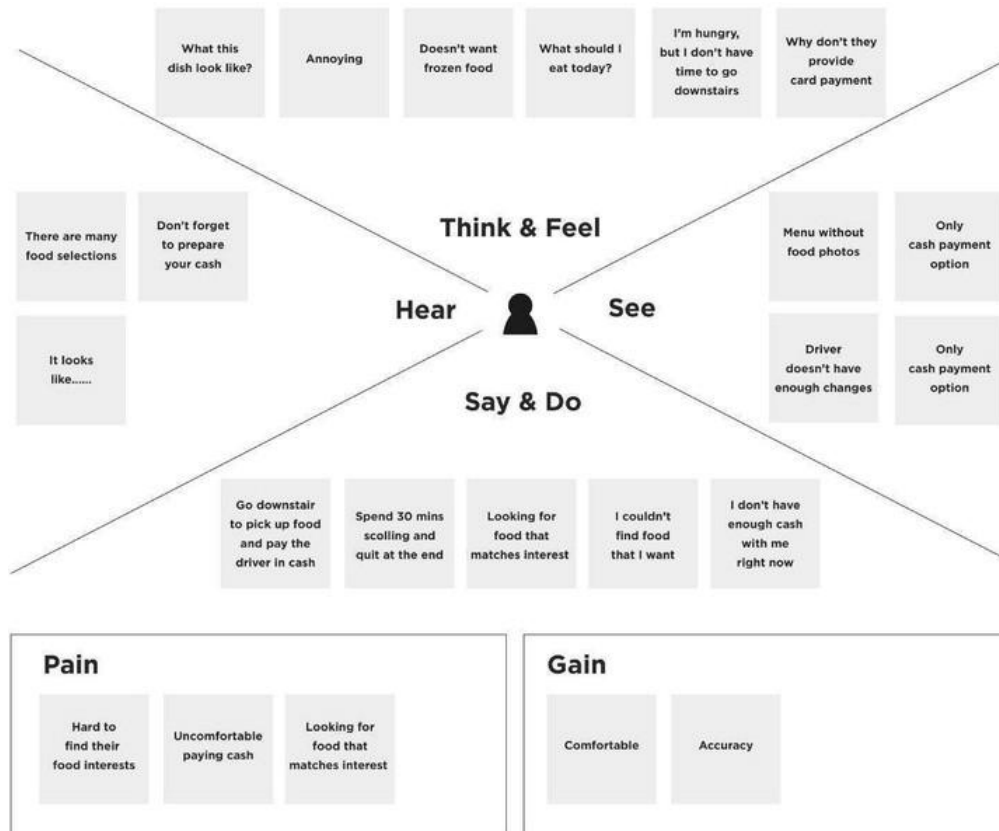
Example:



Reference:

## Example: Food Ordering & Delivery Application

<https://www.mural.co/templates/empathy-map-canvas>



Project Development Phase  
Model Performance Test

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	

Model Performance Testing:

Project team shall fill the following information in model performance testing template.

S.No.	Parameter	Values	Screenshot
1.	Model Summary	-	
2.	Accuracy	Training Accuracy - Validation Accuracy -	
3.	Fine Tunning Result( if Done)	Validation Accuracy -	

**Functional & Performance Testing Template**

## Model Performance Test

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	

### Test Scenarios & Results

Test Case ID	Scenario (What to test)	Test Steps (How to test)	Expected Result	Actual Result	Pass/Fail
FT-01	Text Input Validation (e.g., topic, job title)	Enter valid and invalid text in input fields	Valid inputs accepted, errors for invalid inputs		
FT-02	Number Input Validation (e.g., word count, size, rooms)	Enter numbers within and outside the valid range	Accepts valid values, shows error for out-of-range		
FT-03	Content Generation (e.g., blog, resume, design idea)	Provide complete inputs and click "Generate"	Correct content is generated based on input		
FT-04	API Connection Check	Check if API key is correct and model responds	API responds successfully		
PT-01	Response Time Test	Use a timer to check content generation time	Should be under 3 seconds		
PT-02	API Speed Test	Send multiple API calls at the same time	API should not slow down		



<b>PT-03</b>	File Upload Load Test (e.g., PDFs)	Upload multiple PDFs and check processing	Should work smoothly without crashing		
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Project Development Phase  
Model Performance Test

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	10 Marks

Model Performance Testing:

Project team shall fill the following information in model performance testing template.

S.No.	Parameter	Values	Screenshot
1.	Metrics	Regression Model: MAE - , MSE - , RMSE - , R2 score - Classification Model: Confusion Matrix - , Accuray Score- & Classification Report -	
2.	Tune the Model	Hyperparameter Tuning - Validation Method -	

Project Development Phase  
Model Performance Test

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	

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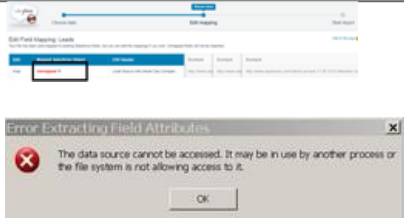
S.No.	Parameter	Screenshot / Values
1.	Data Rendered	
2.	Data Preprocessing	
3.	Utilization of Data Filters	
4.	DAX Queries Used	
5.	Dashboard design	No of Visualizations / Graphs-
6	Report Design	No of Visualizations / Graphs -

Project Development Phase  
Model Performance Test

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	

Model Performance Testing:

Project team shall fill the following information in model performance testing template.

S.No.	Parameter	Values	Screenshot
1.	Model Summary	<p>Salesforce automation setup for Data management using Object, Fields and Reports.</p> <p>Note : Import Records if data Match Correctly then Records will Created or Else it will Show Error</p>	
2.	Accuracy	<p>Training Accuracy - 98%</p> <p>Validation Accuracy - 98%</p>	<p><b>Congratulations</b>, your import has started! Click OK to view your import status on the Bulk Data Load Job page.</p> 
3.	Confidence Score (Only Yolo Projects)	<p>Class Detected - If detecting Object and fields name if wrong and other activity</p> <p>Confidence Score - If the model is 92% sure the object is correctly detected</p>	

# User Acceptance Testing (UAT) Template

Date	25June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	Health

Project Overview:

Project Name: [Enter Project Name]

Project Description: [Brief Description of the Project]

Project Version: [Version Number] Testing

Period: [Start Date] to [End Date] Testing

Scope:

[List of Features and Functionalities to be Tested] [List of User Stories or Requirements to be Tested] Testing

Environment:

URL/Location: [Web URL or Application Location]

Credentials (if required): [Username/Password] Test

Cases:

Test Case ID	Test Scenario	Test Steps	Expected Result	Actual Result	Pass/Fail
TC-001	[Describe the scenario to be tested]	[Step 1] [Step 2] [Step 3]	[Describe the expected outcome]	[Record the actual outcome]	[Pass/Fail]
...	...	...	...	...	...

Bug Tracking:

Bug ID	Bug Description	Steps to reproduce	Severity	Status	Additional feedback
BG-001	[Describe the issue or	[Step 1] [Step 2]	[Low/Medi	[Open/In Progress/	[Any additional

	bug encountered]	[Step 3]	um/High]	Closed]	comments or feedback]
...	...	...	...	...	...

Sign-off:

Tester Name: [Name of Tester]

Date: [Date of Test Completion]

Signature: [Tester's Signature]

Notes:

Ensure that all test cases cover both positive and negative scenarios.

Encourage testers to provide detailed feedback, including any suggestions for improvement.

Bug tracking should include details such as severity, status, and steps to reproduce.

Obtain sign-off from both the project manager and product owner before proceeding with deployment.

## Project Design Phase Problem – Solution Fit Template

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	2 Marks

### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small>	6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices.</small>	5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? I.e. pen and paper is an alternative to digital notetaking</small>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e. customers have to do it because of the change in regulations.</small>	7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? I.e. directly related: find the right solar panel installer, calculate usage and benefits; Indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small>	8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small>	Extract online & offline CH for BE
	4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</small>		8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>	

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>



Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> Who is your customer? <span>CS</span>	<b>6. CUSTOMER</b> What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. <span>CC</span>	<b>5. AVAILABLE SOLUTIONS</b> Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking <span>AS</span>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. <span>J&amp;P</span>	<b>9. PROBLEM ROOT CAUSE</b> What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. <span>RC</span>	<b>7. BEHAVIOUR</b> What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) <span>BE</span>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. <span>TR</span>	<b>10. YOUR SOLUTION</b> If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. <span>SL</span>	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7 <span>CH</span>	Extract online & offline CH or BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. <span>EM</span>		<b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. <span>CH</span>	

A Sprint fixed period or duration in which a team works to complete a set of tasks

An Epic is a big task or project that is too large to complete in one sprint. It is broken down into smaller tasks (stories) that can be completed over multiple sprints.

A Story is a small task . It is part of an Epic.

A Story Point is a number that represents how much effort a story takes to complete.  
(usually in form of Fibonacci series)

1- Very Easy task

2- Easy task

3- Moderate task 5- Difficult task

Sprint1: (5 Days)

Data Collection

Collection of Data 2

Loading Data 1

Data Preprocessing

Handling Missing Values 3

Handling Categorical values 2

Sprint 2 (5 Days)

Model Building

Model Building 5

Testing Model 3

Deployment

Working HTML Pages 3

Flask deployment 5

Total Story Points

Sprint 1 = 8

Sprint 2 = 16

Velocity= Total Story Points Completed/ Number of Sprints

Total story Points= 16+8 =24

No of Sprints= 2

Velocity = (16+8)/2= 24/2

12 (Story Points per Sprint)

Your team's velocity is 12 Story Points per Sprint.

## Project Planning Phase

### Project Planning Template(ProductBacklog,SprintPlanning, Stories, Story points)

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	5 Marks

#### Product Backlog, Sprint Schedule, and Estimation (4 Marks)

Use the below template to create product backlog and sprint schedule

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint-1	Registration	USN-1	As a user, I can register for the application by entering my email, password, and confirming my password.	2	High	
Sprint-1		USN-2	As a user, I will receive confirmation email once I have registered for the application	1	High	
Sprint-2		USN-3	As a user, I can register for the application through Facebook	2	Low	
Sprint-1		USN-4	As a user, I can register for the application through Gmail	2	Medium	
Sprint-1	Login	USN-5	As a user, I can log into the application by entering email & password	1	High	
	Dashboard					

**Project Tracker, Velocity & Burndown Chart: (4 Marks)**

Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date (Planned)	Story Points Completed (as on Planned End Date)	Sprint Release Date (Actual)
Sprint-1	20	6Days	24 Oct 2022	29 Oct 2022	20	29 Oct 2022
Sprint-2	20	6Days	31 Oct 2022	05 Nov 2022		
Sprint-3	20	6Days	07 Nov 2022	12 Nov 2022		
Sprint-4	20	6Days	14 Nov 2022	19 Nov 2022		

**Velocity:**

Imagine we have a 10-day sprint duration, and the velocity of the team is 20 (points per sprint). Let's calculate the team's average velocity (AV) per iteration unit (story points per day)

$$AV = \frac{\text{sprint duration}}{\text{velocity}} = \frac{20}{10} = 2$$

### **Burndown Chart:**

A burn down chart is a graphical representation of work left to do versus time. It is often used in agile software development methodologies such as Scrum. However, burn down charts can be applied to any project containing measurable progress over time.

<https://www.visual-paradigm.com/scrum/scrum-burndown-chart/>

<https://www.atlassian.com/agile/tutorials/burndown-charts>

### **Reference:**

<https://www.atlassian.com/agile/project-management>

<https://www.atlassian.com/agile/tutorials/how-to-do-scrum-with-jira-software>

<https://www.atlassian.com/agile/tutorials/epics>

<https://www.atlassian.com/agile/tutorials/sprints>

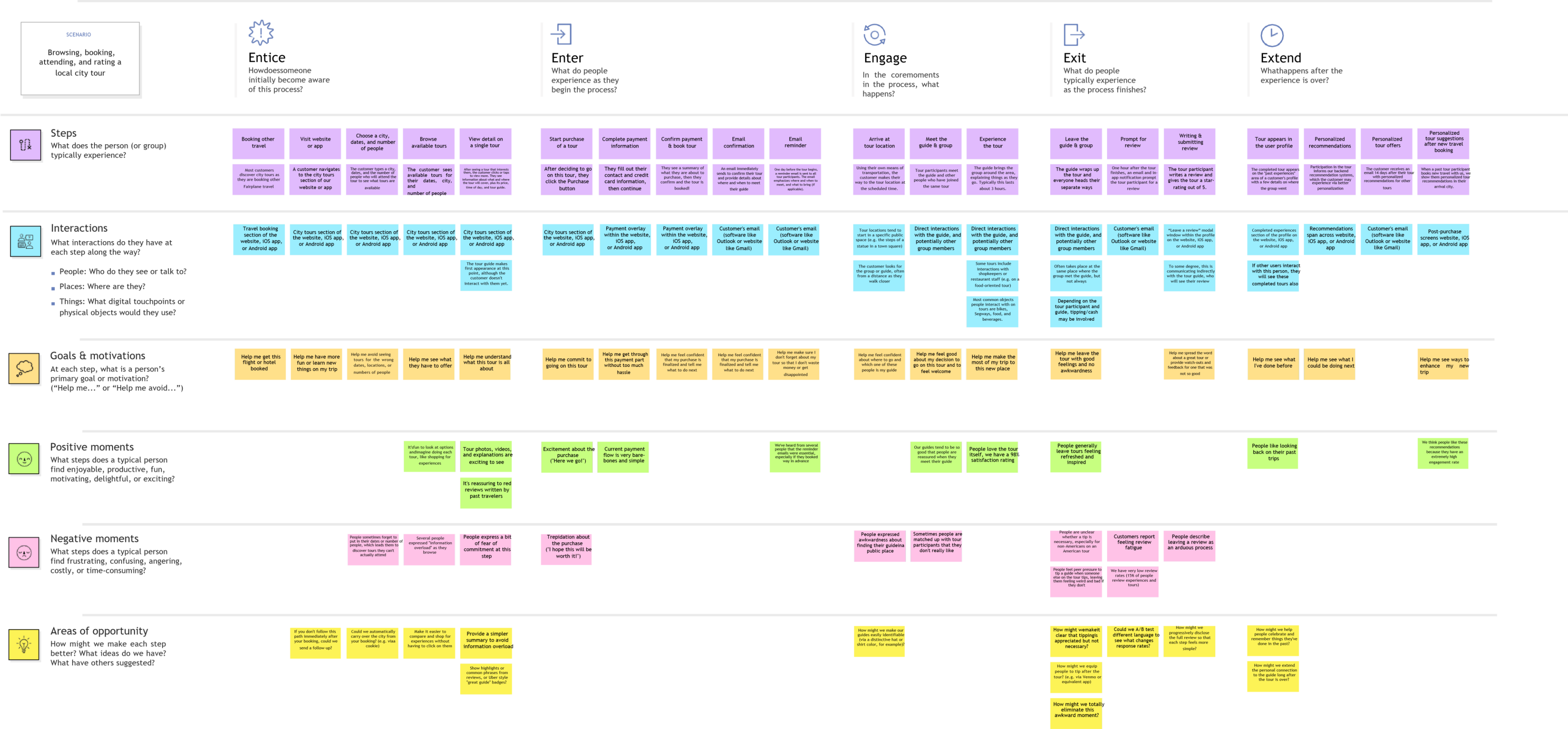
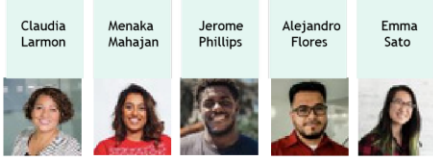
<https://www.atlassian.com/agile/project-management/estimation>

<https://www.atlassian.com/agile/tutorials/burndown-charts>

FAIRPLANE ➤

# Guided city tours

Based on ten customer interviews and observations from the Fairplane Guided City Tours team



Steps

What does the person (or group) typically experience?

Booking other travel

Most customers discover city tours as they are booking other Fairplane travel

Visit website or app

A customer navigates to the city tours section of our website or app

Choose a city, dates, and number of people

The customer types a city, dates, and the number of people who will attend the tour to see what tours are available

Browse available tours

The customer sees available tours for their dates, city, and number of people

View detail on a single tour

After seeing a tour that interests them, the customer clicks or taps to view more. They see information about what and where the tour will cover, plus its price, time of day, and tour guide.

Start purchase of a tour

After deciding to go on this tour, they click the Purchase button

Complete payment information

They fill out their contact and credit card information, then continue

Confirm payment & book tour

They see a summary of what they are about to purchase, then they confirm and the tour is booked!

Email confirmation

An email immediately sends to confirm their tour and provide details about where and when to meet their guide

Email reminder

One day before the tour begins, a reminder email is sent to all tour participants. The email explains where and when to meet, and what to bring (if applicable).

Arrive at tour location

Using their own means of transportation, the customer makes their way to the tour location at the scheduled time.

Meet the guide & group

Tour participants meet the guide and other people who have joined the same tour

Experience the tour

The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.

Leave the guide & group

The guide wraps up the tour and everyone heads their separate ways

Prompt for review

One hour after the tour finishes, an email and in-app notification prompt the tour participant for a review

Writing & submitting review

The tour participant writes a review and gives the tour a star-rating out of 5.

Tour appears in the user profile

The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went

Personalized recommendations

Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization

Personalized tour offers

The customer receives an email 14 days after their tour with personalized recommendations for other tours

Personalized tour suggestions after new travel booking

When a past tour participant books new travel with us, we show them personalized tour recommendations in their arrival city.

Interactions

What interactions do they have at each step along the way?

Travel booking section of the website, iOS app, or Android app

City tours section of the website, iOS app, or Android app

City tours section of the website, iOS app, or Android app

City tours section of the website, iOS app, or Android app

City tours section of the website, iOS app, or Android app

The tour guide makes first appearance at this point, although the customer doesn't interact with them yet.

City tours section of the website, iOS app, or Android app

City tours section of the website, iOS app, or Android app

Payment overlay within the website, iOS app, or Android app

Payment overlay within the website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Customer's email (software like Outlook or website like Gmail)

Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square)

The customer looks for the group or guide, often from a distance as they walk closer

Direct interactions with the guide, and potentially other group members

Some tours include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour)

Direct interactions with the guide, and potentially other group members

Most common objects people interact with on tours are bikes, Segways, food, and beverages.

Direct interactions with the guide, and potentially other group members

Often takes place at the same place where the group met the guide, but not always

Customer's email (software like Outlook or website like Gmail)

Depending on the tour participant and guide, tipping/cash may be involved

"Leave a review" modal window within the profile on the website, iOS app, or Android app

To some degree, this is communicating indirectly with the tour guide, who will see their review

Completed experiences section of the profile on the website, iOS app, or Android app

If other users interact with this person, they will see these completed tours also

Recommendations span across website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Post-purchase screens website, iOS app, or Android app

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me get this flight or hotel booked

Help me have more fun or learn new things on my trip

Help me avoid seeing tours for the wrong dates, locations, or numbers of people

Help me see what they have to offer

Help me understand what this tour is all about

Help me commit to going on this tour

Help me get through this payment part without too much hassle

Help me feel confident that my purchase is finalized and tell me what to do next

Help me feel confident that my purchase is finalized and tell me what to do next

Help me make sure I don't forget about my tour so that I don't waste money or get disappointed

Help me feel confident about where to go and which one of these people is my guide

Help me feel good about my decision to go on this tour and to feel welcome

Help me make the most of my trip to this new place

Help me leave the tour with good feelings and no awkwardness

Help me spread the word about a great tour or provide watch-outs and feedback for one that was not so good

Help me see what I've done before

Help me see what I could be doing next

Help me see ways to enhance my new trip

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

It's fun to look at options and imagine doing each tour, like shopping for experiences

Tour photos, videos, and explanations are exciting to see

It's reassuring to read reviews written by past travelers

Excitement about the purchase ("Here we go!")

Current payment flow is very bare-bones and simple

We've heard from several people that the reminder emails were essential, especially if they booked way in advance

Our guides tend to be so good that people are reassured when they meet their guide

People love the tour itself, we have a 98% satisfaction rating

People generally leave tours feeling refreshed and inspired

People like looking back on their past trips

We think people like these recommendations because they have an extremely high engagement rate

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend

Several people expressed "information overload" as they browse

People express a bit of fear of commitment at this step

Trepidation about the purchase ("I hope this will be worth it!")

People expressed awkwardness about finding their guide in a public place

Sometimes people are matched up with tour participants that they don't really like

People are unclear whether a tip is necessary, especially for non-Americans on an American tour

Customers report feeling review fatigue

People feel peer pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't

We have very low review rates (15% of people review experiences and tours)

People describe leaving a review as an arduous process

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

If you don't follow this path immediately after your booking, could we send a follow-up?

Could we automatically carry over the city from your booking? (e.g. via a cookie)

Make it easier to compare and shop for experiences without having to click on them

Provide a simpler summary to avoid information overload

Show Highlights or common phrases from reviews, or User style "great guide" badges!

How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?

How might we make it clear that tipping is appreciated but not necessary?

How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app)

How might we totally eliminate this awkward moment?

Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

How might we help people celebrate and remember things they've done in the past?

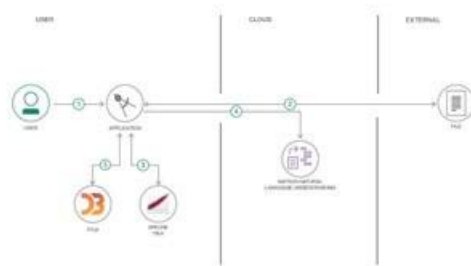
How might we extend the personal connection to the guide long after the tour is over?

## Project Design Phase-II Data Flow Diagram & User Stories

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	4 Marks

**Data Flow Diagrams:** A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right

### Flow



1. User configures credentials for the Watson Natural Language Understanding service and starts the app.
2. User selects data file to process and load.
3. Apache Tika extracts text from the data file.
4. Extracted text is passed to Watson NLU for enrichment.
5. Enriched data is visualized in the UI using the D3.js library.

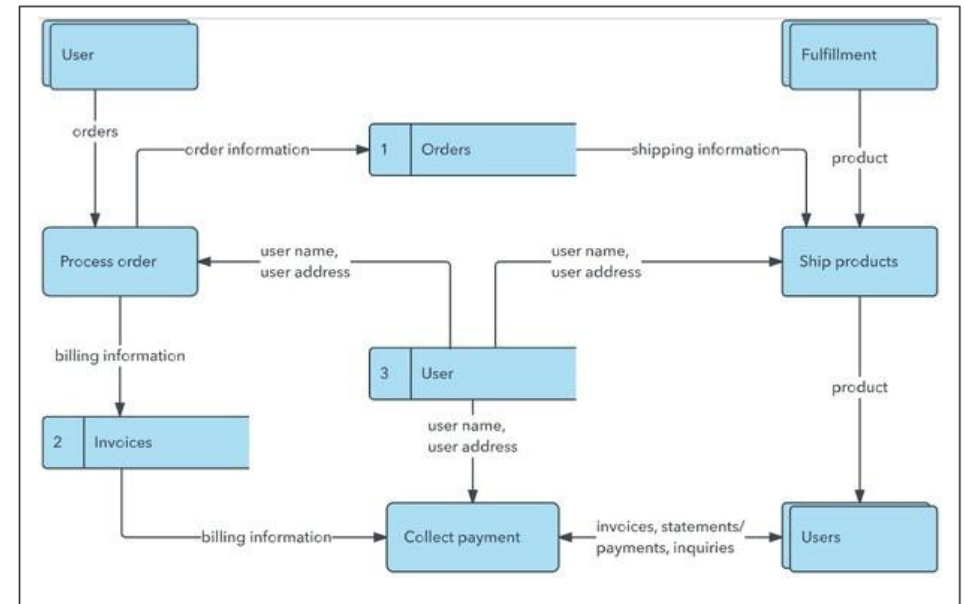


amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored. DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

### Example: (Simplified) User Stories

Use the below template to list all the user stories for the product.

Example: DFD Level 0 (Industry Standard)



User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
Customer (Mobile user)	Registration	USN-1	As a user, I can register for the application by entering my email, password, and confirming my password.	I can access my account / dashboard	High	Sprint-1
		USN-2	As a user, I will receive confirmation email once I have registered for the application	I can receive confirmation email & click confirm	High	Sprint-1
		USN-3	As a user, I can register for the application through Facebook	I can register & access the dashboard with Facebook Login	Low	Sprint-2
		USN-4	As a user, I can register for the application through Gmail		Medium	Sprint-1
	Login	USN-5	As a user, I can log into the application by entering email & password		High	Sprint-1
	Dashboard					
Customer (Web user)						
Customer Care Executive						
Administrator						

Project Design Phase-II  
Solution Requirements (Functional & Non-functional)

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	4 Marks

Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	Registration through Form Registration through Gmail Registration through LinkedIn
FR-2	User Confirmation	Confirmation via Email Confirmation via OTP
FR-3		
FR-4		

Non-functional Requirements:

FR No.	Non-Functional Requirement	Description
NFR-1	Usability	
NFR-2	Security	
NFR-3	Reliability	
NFR-4	Performance	
NFR-5	Availability	
NFR-6	Scalability	

Following are the non-functional requirements of the proposed solution.

Project Design Phase-II  
Solution Requirements (Functional & Non-functional)

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	TrafficIntelligence
Maximum Marks	4 Marks

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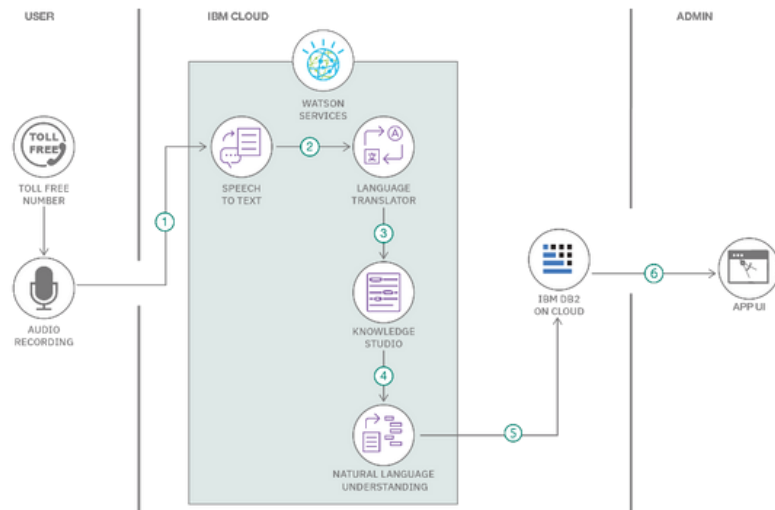
Following are the non-functional requirements of the proposed solution.

## Project Design Phase-II Technology Stack (Architecture & Stack)

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	4 Marks

**Technical Architecture:** The Deliverable shall include the architectural diagram as below and the information as per the table 1 & table 2 **Example: Order processing during pandemics for offline mode Reference:**

<https://developer.ibm.com/patterns/ai-powered-backend-system-for-order-processing-during-pandemics/>



Guidelines:

- Include all the processes (As an application logic / Technology Block)
- Provide infrastructural demarcation (Local / Cloud)
- Indicate external interfaces (third party API's etc.)
- Indicate DataStorage components / services
- Indicate interface to machine learning models (if applicable)

Table-1 : Components & Technologies:

S.No	Component	Description	Technology
------	-----------	-------------	------------

1.	User Interface Application	How user interacts with application e.g. Web UI, Mobile App, Chatbot etc. Logic for a process in the application	HTML, CSS, JavaScript / Angular Js / React Js etc.
2.	Logic-1		Java / Python
3.	Application Logic-2	Logic for a process in the application	IBM Watson STT service
4.	Application Logic-3	Logic for a process in the application	IBM Watson Assistant
5.	Database	Data Type, Configurations etc.	MySQL, NoSQL, etc.
6.	Cloud Database	Database Service on Cloud	IBM DB2, IBM Cloudant etc.
7.	File Storage	File storage requirements	IBM Block Storage or Other Storage Service or Local Filesystem
8.	External API-1	Purpose of External API used in the application	IBM Weather API, etc.
9.	External API-2	Purpose of External API used in the application	Aadhar API, etc.
10.	Machine Learning Model	Purpose of Machine Learning Model Application	Object Recognition Model, etc.
11.	Infrastructure (Server / Cloud)	Deployment on Local System / Cloud Local Server Configuration: Cloud Server Configuration :	Local, Cloud Foundry, Kubernetes, etc.

**Table-2: Application Characteristics:**

S.No	Characteristics	Description	Technology
1.	Open-Source Frameworks	List the open-source frameworks used	Technology of Opensource framework
2.	Security Implementations	List all the security / access controls implemented, use of firewalls etc.	e.g. SHA-256, Encryptions, IAM Controls, OWASP etc.
3.	Scalable Architecture	Justify the scalability of architecture (3 – tier, Micro-services)	Technology used
4.	Availability	Justify the availability of application (e.g. use of load balancers, distributed servers etc.)	Technology used

S.No	Characteristics	Description	Technology
5.	Performance	Design consideration for the performance of the application (number of requests per sec, use of Cache, use of CDN's) etc.	Technology used

#### References:

<https://c4model.com/>

<https://developer.ibm.com/patterns/online-order-processing-system-during-pandemic/>

<https://www.ibm.com/cloud/architecture>

<https://aws.amazon.com/architecture>

<https://medium.com/the-internal-startup/how-to-draw-useful-technical-architecture-diagrams-2d20c9fda90d>

#### Project Design Phase-II Technology Stack (Architecture & Stack)

Date	25 June 2025
Team ID	LTVIP2025TMID33875
Project Name	Traffictelligence
Maximum Marks	4 Marks

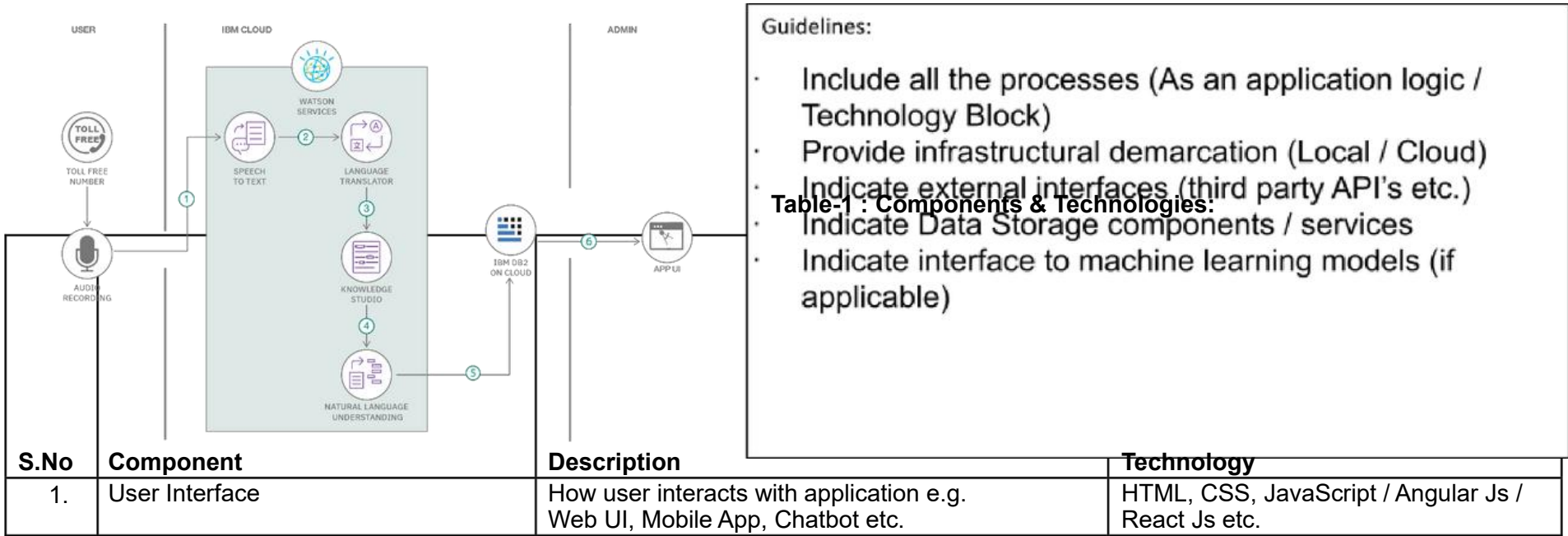
#### Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2



Example: Order processing during pandemics for offline mode

Reference: <https://developer.ibm.com/patterns/ai-powered-backend-system-for-order-processing-during-pandemics/>



2.	Application Logic-1	Logic for a process in the application	Java / Python
3.	Application Logic-2	Logic for a process in the application	IBM Watson STT service
4.	Application Logic-3 Database	Logic for a process in the application	IBM Watson Assistant
5.	Cloud Database	Data Type, Configurations etc.	MySQL, NoSQL, etc.
6.	File Storage	Database Service on Cloud	IBM DB2, IBM Cloudant etc.
7.	External API-1	File storage requirements	IBM Block Storage or Other Storage Service or Local Filesystem
8.	External API-2	Purpose of External API used in the application	IBM Weather API, etc.
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11.		Application Deployment on Local System / Cloud Local Server Configuration: Cloud Server Configuration :	Local, Cloud Foundry, Kubernetes, etc.

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4.	Availability	Justify the availability of application (e.g. use of load balancers, distributed servers etc.)	Technology used

S.No	Characteristics	Description Design consideration for the	Technology
5.	Performance	performance of the application (number of requests per sec, use of Cache, use of CDN's) etc.	Technology used

#### References:

<https://c4model.com/>

<https://developer.ibm.com/patterns/online-order-processing-system-during-pandemic/>

<https://www.ibm.com/cloud/architecture>

<https://aws.amazon.com/architecture>

<https://medium.com/the-internal-startup/how-to-draw-useful-technical-architecture-diagrams-2d20c9fda90d>

# Project Report Format

---

## 1. INTRODUCTION

1.1 Project Overview

1.2 Purpose

## 2. IDEATION PHASE

2.1 Problem Statement

2.2 Empathy Map Canvas

2.3 Brainstorming

## 3. REQUIREMENT ANALYSIS

3.1 Customer Journey map

3.2 Solution Requirement

3.3 Data Flow Diagram

3.4 Technology Stack

## 4. PROJECT DESIGN

4.1 Problem Solution Fit

4.2 Proposed Solution

4.3 Solution Architecture

## 5. PROJECT PLANNING & SCHEDULING

5.1 Project Planning

## 6. FUNCTIONAL AND PERFORMANCE TESTING

6.1 Performance Testing

## 7. RESULTS

7.1 Output Screenshots

## 8. ADVANTAGES & DISADVANTAGES

## 9. CONCLUSION

## 10. FUTURE SCOPE 11. APPENDIX

Source Code(if any)

Dataset Link

GitHub & Project Demo Link

# Full Stack Development with MERN

## Project Documentation format

### 1. Introduction

Project Title: [Your Project Title]

Team Members: List team members and their roles.

### 2. Project Overview

Purpose: Briefly describe the purpose and goals of the project.

Features: Highlight key features and functionalities.

### 3. Architecture

Frontend: Describe the frontend architecture using React.

Backend: Outline the backend architecture using Node.js and Express.js. Database: Detail the database schema and interactions with MongoDB.

### 4. Setup Instructions

Prerequisites: List software dependencies (e.g., Node.js, MongoDB).

Installation: Step-by-step guide to clone, install dependencies, and set up the environment variables.

### 5. Folder Structure

Client: Describe the structure of the React frontend.

Server: Explain the organization of the Node.js backend.

### 6. Running the Application

Provide commands to start the frontend and backend servers locally.

- o Frontend: npm start in the client directory.
- o Backend: npm start in the server directory.

### 7. API Documentation

Document all endpoints exposed by the backend.

Include request methods, parameters, and example responses.

### 8. Authentication

Explain how authentication and authorization are handled in the project. Include details about tokens, sessions, or any other methods used.

## 9. User Interface

Provide screenshots or GIFs showcasing different UI features.

## 10. Testing

Describe the testing strategy and tools used.

## 11. Screenshots or Demo

Provide screenshots or a link to a demo to showcase the application.

## 12. Known Issues

Document any known bugs or issues that users or developers should be aware of.

## 13. Future Enhancements

Outline potential future features or improvements that could be made to the project.