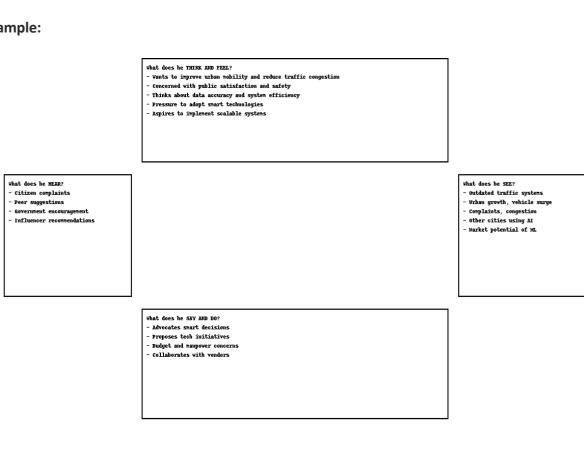
# **Ideation Phase Empathize & Discover**

Date	28 June 2025
Team ID	LTVIP2025TMID59815
Project Name	Traffictelligence : Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	

### **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:**



#### 6ain - Wants better traffic flow - Lack of real-time data - Mamual inefficiencies - Prediction issues - Needs accurate predictions - Optimizes city planning - Measures by congestion drop - Aims for smart city image - Budget limitations

## **Example**: Traffictelligence – Advanced Traffic Volume Estimation with Machine Learning

