

Ideation Phase

Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID59806
Project Name	Trafficintelligence : 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:

<p>What does he THINK AND FEEL?</p> <ul style="list-style-type: none">- Wants to improve urban mobility and reduce traffic congestion- Concerned with public satisfaction and safety- Thinks about data accuracy and system efficiency- Pressure to adopt smart technologies- Aspires to implement scalable systems		<p>What does he SEE?</p> <ul style="list-style-type: none">- Outdated traffic systems- Urban growth, vehicle surge- Complaints, congestion- Other cities using AI- Market potential of ML
<p>What does he HEAR?</p> <ul style="list-style-type: none">- Citizen complaints- Peer suggestions- Government encouragement- Influencer recommendations		
	<p>What does he SAY AND DO?</p> <ul style="list-style-type: none">- Advocates smart decisions- Proposes tech initiatives- Budget and manpower concerns- Collaborates with vendors	
<p>Pain</p> <ul style="list-style-type: none">- Lack of real-time data- Manual inefficiencies- Prediction issues- Budget limitations- Resistance to change		<p>Gain</p> <ul style="list-style-type: none">- Wants better traffic flow- Needs accurate predictions- Optimizes city planning- Measures by congestion drop- Aims for smart city image

Example: TrafficTelligence – Advanced Traffic Volume Estimation with Machine Learning

