

## Ideation Phase

### Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID35978
Project Name	Traffictelligence
Maximum Marks	4 Marks

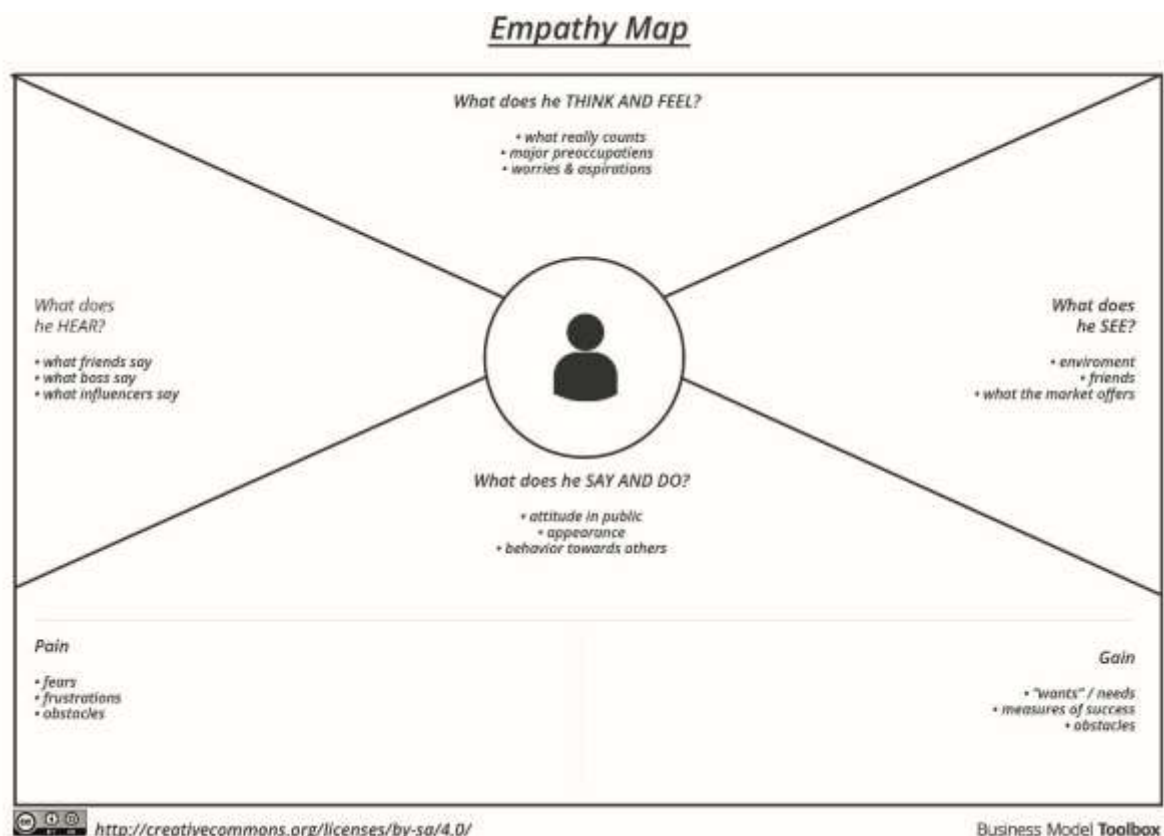
#### Empathy Map Canvas:

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:



What does he feel and think	Traffic problems
What does he see	Traffic jams , stuck in vehicles
What does he hear	Vehicle sounds and boring radio
What does he do	Gets frustrated or sad
Pains	Gains
Delay in actions	Application to predict traffic volume
Traffic jams	