

Ideation Phase

Empathize & Discover

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| Date | 12 June 2025 |
| Team ID | LTVIP2025TMID40962 |
| Project Name | TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

Empathy Map for Urban Traffic Management

To build a solution that resonates with users, we created an empathy map reflecting the thoughts, emotions, behaviors, and spoken concerns of our key stakeholders—especially daily commuters and traffic authorities.

SAYS

- “The traffic today was worse than usual.”
- “These traffic apps aren’t always accurate when it rains.”
- “It’s impossible to tell if today’s route will be fast or slow.”

THINKS

- “There must be a smarter way to avoid jams.”
- “I wish the predictions adapted to weather and events.”
- “How can I plan my commute better and avoid last-minute delays?”

DOES

- Frequently checks navigation apps but remains unsure of accuracy.

- Leaves earlier than necessary just to be safe.
- Relies on personal shortcuts rather than data-driven suggestions.

FEELS

- Frustrated, stressed, and overwhelmed by traffic unpredictability.
- Anxious about missing appointments or being consistently late.
- Feels helpless and reactive instead of in control of travel plans.

This empathy map underlines the need for a system that provides trustworthy, adaptive insights—particularly during variable conditions—to restore confidence and control to commuters and planners alike.

Empathy Map Illustration:

