**Ideation Phase**

**Empathize & Discover**

|  |  |
| --- | --- |
| Date | 27 June 2025 |
| Team ID | LTVIP2025TMID30092 |
| Project Name | TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

|  |  |
| --- | --- |
| **Category** | **Details** |
| **WHO are we empathizing with?** | Traffic management authorities, urban planners, and daily commuters. |
| **What do they NEED to do?** | Predict and manage traffic efficiently, avoid congestion, and make informed commuting or planning decisions. |
| **What do they SEE?** | Constant traffic bottlenecks, unpredictable road conditions, ineffective planning tools, and outdated systems. |
| **What do they SAY?** | “We need smarter solutions.” / “Why is there always traffic?” / “I can’t plan infrastructure properly with unreliable data.” |
| **What do they DO?** | Use traditional traffic reports, set up manual roadblocks, rely on average data, or static planning tools. |
| **What do they HEAR?** | Complaints from citizens, pressure from government bodies, and alerts about increasing urban congestion. |
| **What do they THINK and FEEL?** | Frustrated with inefficiencies, overwhelmed by lack of accurate data, hopeful for intelligent AI-driven support. |
| **PAINS** | Inaccuracy in traffic prediction, static planning models, long commute times, and poor infrastructure scaling. |
| **GAINS** | Accurate forecasts, smart traffic routing, real-time updates, improved commuter experience, and informed urban development. |