

Ideation Phase Empathize & Discover

Date	26 JUNE 2025
Team ID	LTVIP2025TMID38998
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	4 Marks

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Empathy Map Canvas: TRAFFICTELLIGENCE

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors 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.

User Group 1: Commuters

DO	SAY	THINK	FEEL
- Drive/Commute daily	- "I'm always late because of traffic."	- How can I save time on my commute?	- Frustrated
- Use navigation apps (Google Maps, Waze)	- "Is there a faster route I'm not seeing?"	- What's the fastest route <i>right now</i> considering live traffic?	- Stressed
- Listen to radio traffic updates	- "Why isn't traffic smoother during rush hour?"	- Will I make it to my appointment on time?	- Annoyed
- Avoid peak hours if possible	- "This traffic is so frustrating and unpredictable."	- Traffic is unpredictable and I feel helpless.	- Helpless
- Check social media		- I wish I knew about	- Anxious about

for road conditions		accidents earlier.	delays
- Seek alternative routes			- Impatient

User Group 2: Traffic Authorities / Urban Planners

DO	SAY	THINK	FEEL
- Monitor traffic cameras	- "We need better data to optimize traffic flow."	- How can we improve overall transportation efficiency?	- Overwhelmed by congestion challenges
- Manually adjust traffic signals (sometimes)	- "How can we reduce bottlenecks at key intersections?"	- Where are the real choke points in the city's road network?	- Responsible for public safety and mobility
- Plan and approve road infrastructure projects	- "Traffic incidents are hard to manage and clear quickly."	- How can we predict future congestion hot spots?	- Challenged by limited resources
- Respond to major incidents	- "We have budget constraints for new infrastructure, so we need smart solutions."	- How can we allocate traffic police and emergency services effectively?	- Driven to improve urban living
- Analyze historical traffic data	- "Our current tools provide limited real-time insights."	- How can we integrate diverse data sources for a holistic view?	- Seeking innovative, data-driven solutions
- Prepare reports for city council			