

## Ideation Phase

### Empathize & Discover

Date	28 June 2025
Team ID	LTVIP2025TMID40374
Project Name	TrafficTelligence: advanced traffic volume estimation with machine learning
Maximum Marks	4 Marks

#### Empathy Map Canvas:

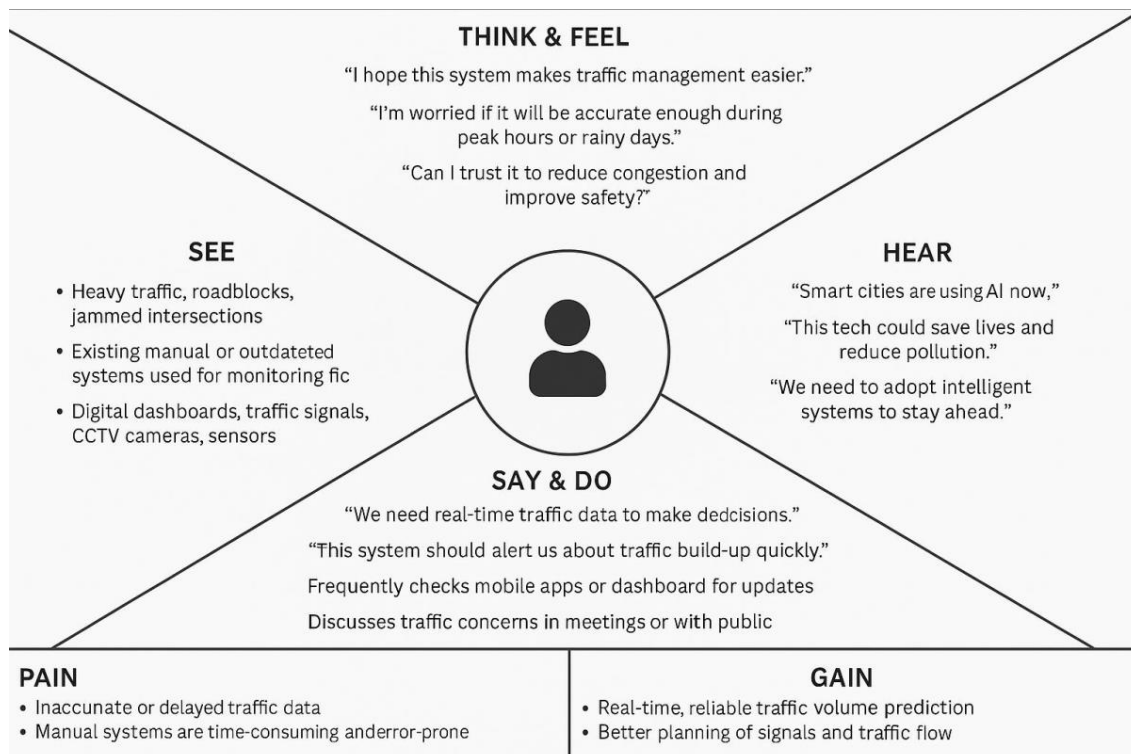
This empathy map helps understand your target users better and design TrafficTelligence features that truly meet their needs and expectations.

In the TrafficTelligence project, empathy helps the team understand:

- The frustration of commuters stuck in traffic.
- The challenges of traffic police in managing real-time congestion.
- The needs of city planners for reliable data to design better road systems.

Using empathy, the project can create AI/ML-based traffic solutions that actually solve real-world issues and improve urban mobility.

#### Example:



**EXAMPLE:**

