

## Ideation Phase

### Empathize & Discover

<b>Date</b>	27 June, 2025
<b>Team ID</b>	LTVIP2025TMID59902
<b>Project Name</b>	Project – TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
<b>Maximum Marks</b>	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.

#### **TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning:**

Traffic problem is one of the major problem now a days, In the increase in no of vehicles and non –usage of public transport leading to traffic related issues, Making a eye on count of traffic at each level enables the government to take the further decisions such as building new roads, increasing infrastructure, developing mutli-channel connectivity.

To address such problems to tracking the vehicle count in each and every place AI-ML has given a solution to such kind of traffic related issues, which are able to measure the volume of traffic, identify the violations of traffic rules etc.ML models could give early alerts of severe traffic to help prevent issues related to traffic problems.

Hence, there is needs to develop ML algorithms capable in predicting Traffic volume with acceptable level of precision and in reducing the error in the dataset of the projected Traffic volume from model with the expected observable Traffic volume.

# Empathy Canvas Map for the Project:

