

Empathy Map Canvas

Ideation Phase

Empathize & Discover

Date: 27 June 2025

Team ID: LTVIP2025TMID35728

Project Name: Traffic Intelligence: Advanced Traffic Volume Estimation With Machine

Maximum Marks: 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 their goals and challenges.

Empathy Map for Traffic Intelligence: Advanced Traffic Volume Estimation With Machine

Persona

Primary User: Urban Traffic Planner / Transportation Department Official

Goal: Improve traffic flow, optimize infrastructure planning, and ensure public safety using accurate and predictive traffic volume data.

THINK & FEEL

Concerned about the accuracy and reliability of traditional traffic volume data.

Frustrated with outdated manual traffic surveys and sensor-based limitations.

Wants to be confident in data-driven decisions.

SEE

Increasing traffic congestion and pressure from the public to improve mobility.
competing smart traffic solutions with limited predictive power.

SAY & DO

Advocates for smart, sustainable transportation solutions.

Requests pilot programs to test emerging technologies.

Speaks to stakeholders about the importance of real-time data.

Scenario 1: City Planner Reduces Rush-Hour Congestion

A traffic planner uses Trafficelligence to analyze real-time data and optimize signal timings, easing congestion in busy school zones.

✅ Result: Smoother traffic, fewer complaints, data-driven credibility.

Scenario 2: DOT Justifies Road Budget

A transportation department uses ML-based volume forecasts to justify a scaled-down highway expansion, saving money while improving flow.

✅ Result: Project approval with public and financial support.

Scenario 3: Smart City Scales Without Sensors

A city adopts Trafficelligence to leverage existing CCTV and transit GPS data, enabling predictive traffic management without new hardware.

✅ Result: Cost-effective, scalable traffic intelligence solution.