

Ideation Phase

Empathize & Discover

Date	28 june 2025
Team ID	LTVP2025MID44706
Project Name	Traffic Volume Estimation
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 helps 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.

Example:

What does he THINK AND FEEL?

- **Major preoccupations:** Getting to work on time, avoiding traffic jams. -
Worries and aspirations: Fear of delays, desire for smoother travel, hope for reliable navigation. (Authorities: Concerned about public safety, planners: Focused on sustainable growth)

What does he SEE?

- **Environment:** Congested roads, traffic signals, navigation app screens.
What the market offers: Basic traffic apps (e.g., Google Maps), road signs, public transit options. (Authorities: Traffic data dashboards, planners: Urban development reports)

What does he SAY AND DO?

- **Attitude in public:** Complains about traffic delays, checks phone for updates. -
Behavior towards others: Shares route tips with friends, frustrated with slow drivers. (Authorities: Issues traffic advisories, planners: Propose infrastructure projects)

What does he HEAR?

- What friends say: Warnings about congested routes, suggestions for alternate paths. - What influencers say: News about road closures, traffic experts on X.
(Authorities: Public complaints, planners: Policy recommendations)

Pain

- Frustrations: Unreliable traffic predictions, wasted time in traffic. - Obstacles: Lack of real-time data, sudden events (e.g., accidents). (Authorities: Budget constraints, planners: Data gaps)

Gain - Wants/needs: Accurate traffic forecasts, faster routes. - Measures of success: Reduced travel time, less stress, improved commute reliability.
(Authorities: Smoother traffic flow, planners: Efficient city layouts)