REQUIREMENT ANALYSIS

Customer Journey Map

The customer journey map below illustrates how a commuter interacts with the TrafficTelligence system from awareness to results:

Stage	Action	Experience	Touchpoints
Awareness	User encounters heavy traffic daily	Frustrated, seeks a smarter travel solution	Road congestion, news
Engagement	Opens the TrafficTelligence web app	Easy UI, enters real-time parameters	index.html web form
Prediction	System processes input using ML model	Receives quick traffic volume prediction	final.html results page
Decision Making	Adjusts route or time based on prediction	Feels informed and proactive	Web application
Follow-up	Monitors predictions over multiple days	Gains confidence in app's reliability	Browser, GitHub hosted app

Customer Journey Insights

The journey highlights the end-user's experience with TrafficTelligence, beginning from frustration with daily congestion to achieving a smoother, informed commute. Key insights:

- **Empathy-driven Design**: The journey starts with a real problem—urban traffic congestion. By aligning the app's features with actual commuter pain points, we ensure relevance.

- **Seamless Interaction**: With an intuitive interface and real-time predictions, the app minimizes user effort while maximizing value.

- **Actionable Results**: Instead of just presenting data, the system aids decision-making by offering context-aware predictions.

- **Trust-Building Through Consistency**: By enabling users to track traffic over days, the system builds confidence in its predictions.