IDEATION PHASE

Empathy Map Canvas

Date	26-06-2025
Team ID	LTVIP2025TMID45015
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	4 marks

The project places a strong emphasis on user needs and pain points. The Empathy Map Canvas represents a strategic approach to understanding user behavior, expectations, and potential use cases.

THINK & FEEL: Commuters and planners are overwhelmed unpredictable congestion and delays. They desire fast, data-backed decision-making tools.

HEAR: Consistent requests for smarter city infrastructure and intelligent traffic routing from the public and authorities.

SEE: Existing traffic dashboards lack predictive power and real-time feedback.

SAY & DO: Use technology to plan travel, avoid delays, or optimize public transport schedules.

PAIN: Traffic jams, fuel wastage, longer commute times, and missed deadlines.

GAIN: Improved commuting experience, proactive planning, and reduced congestion.

SAYS

- I want to know the traffic density beforehand.
- The solution should be easy to use.

THINKS

- Could this tool actually help in planning my commute?
- What if the predictions are inaccurate?

USER

DOES

- Checks traffic updates on maps.
- Plans trips to avoid congestion

FEELS

- Frustrated by unexpected traffic jams.
- Eager to try a predictive tool