

## 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.

