Ideation Phase
Empathize & Discover
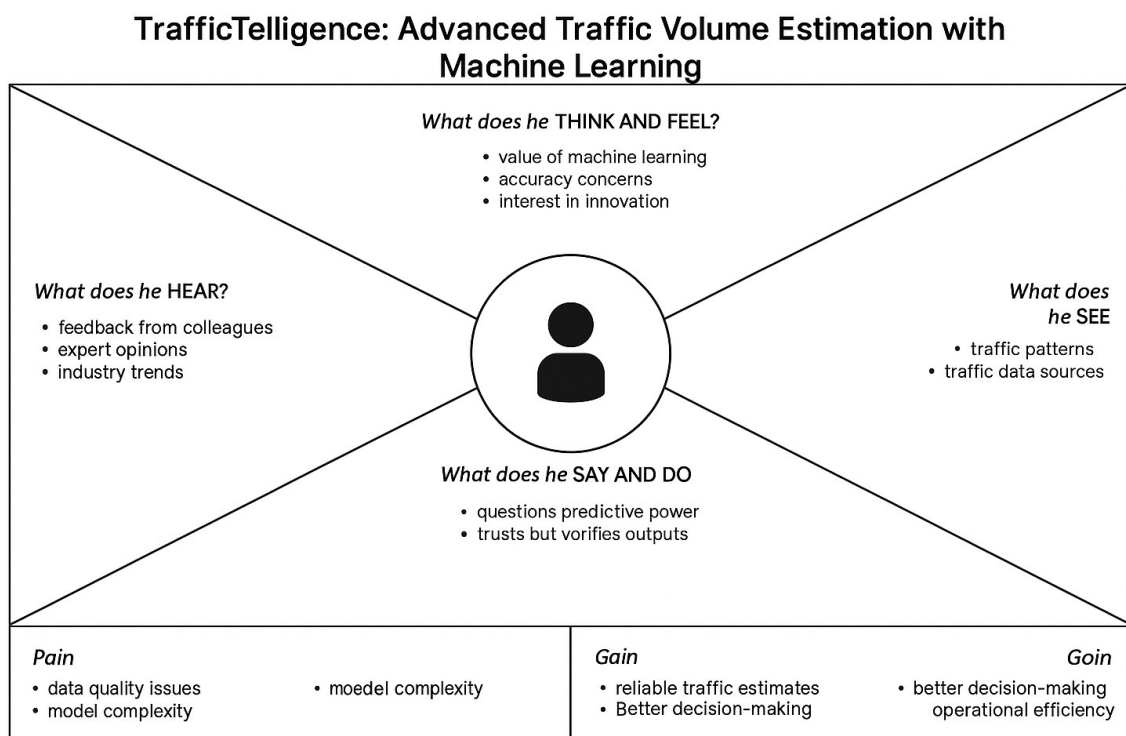
Date	28 June 2025
Team ID	LTVIP2025TMID40870
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning.
Maximum Marks	4 Marks

Empathy Map Canvas:

An Empathy Map helps us step into the shoes of our target users—commuters, traffic authorities, and city planners—so we can understand their pain points, needs, and goals related to traffic congestion and travel planning.

Creating this empathy map was an essential step in shaping a solution that is not only functional but genuinely user-centered. By exploring what users think, feel, see, say, do, and hear, we ensured that *TrafficTelligence* addresses real challenges with practical, intuitive outcomes.

Example:

TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning

What does he THINK AND FEEL?
- value of machine learning
- accuracy concerns
- interest in innovation

What does he HEAR?
- feedback from colleagues
- expert opinions
- industry trends

What does he SEE
- traffic patterns
- traffic data sources

What does he SAY AND DO
- questions predictive power
- trusts but vorifies outputs

Pain
- data quality issues
- model complexity
- moedel complexity

Gain
- reliable traffic estimates
- Better decision-making

Goin
- better decision-making operational efficiency

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Traffic Telligence

TrafficTelligence:
Advanced Traffic Volume Estimation with Machine Learning

Are the estimates precise?	Rewarding	Avoid manual methods	HHow is the traffic distributed?	Not efective for all areas

Think & Feel

Useful for estimating traffic

No graphical outputs

Hear

See

Can't rely on manual collection

Noisy data

Not ideal in dense areas

Some data is missing

Say & Do

Collect traffic count data	Preprocess and filrer the data	Train multiple types of models	Collect traffic count data as input

Pain

Limited accuracy	Time-consuming collection	Incomplete data

Gain

Automated	Reliable

Limited accuracy   Time-consuming collection
Time-consuming   Incomplete data