



## 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

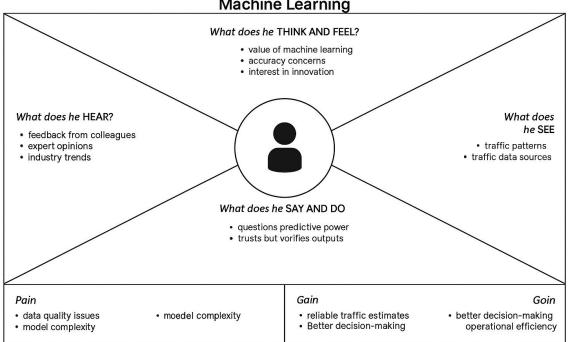
## **Empathy Map Canvas:**

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



Reference: <a href="https://www.mural.co/templates/empathy-map-canvas">https://www.mural.co/templates/empathy-map-canvas</a>





**Example: Traffic Telligence** 

