

Ideation Phase

Empathize & Discover

Date	14 March 2025
Team ID	PNT2025TMID00705
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	4 Marks

Empathy Map Canvas:

Introduction to Empathy Map Canvas

The Empathy Map Canvas is a strategic tool used to gain deep insights into customers' thoughts, feelings, behaviors, and needs. By systematically mapping customer experiences, businesses can develop products and services that truly address their concerns.

This framework helps teams visualize user perspectives, fostering a human-centered approach to problem-solving. It is commonly used in UX design, product development, and marketing strategies.

Structure of the Empathy Map Canvas

The Empathy Map Canvas is divided into five key sections:

1. **I Am (Who is the Customer?)**

This section defines the target user or customer persona. It includes their role, daily activities, and responsibilities. Understanding the customer's background provides context to their challenges and needs.

Example Personas:

- A city traffic planner
- A daily commuter
- A logistics company manager

2. **I'm Trying To (What is Their Goal?)**

This part identifies what the user wants to achieve. It represents their desired outcome and motivation for interacting with a product or service.

Examples:

- Predict traffic congestion in advance
- Find the best route to avoid traffic
- Optimize delivery routes for efficiency

3. **But (What Challenges Do They Face?)**

This section highlights the obstacles preventing the user from achieving their goal. These can be technological limitations, system inefficiencies, or external factors.

Examples:

- Lack of real-time traffic insights
- Unpredictable congestion during peak hours
- Manual route planning is inefficient

4. Because (Why is This Happening?)

Here, the root causes of the problems are analyzed. Understanding these causes enables better problem-solving approaches.

Examples:

- Existing traffic models are outdated
- Weather and events impact traffic unpredictably
- Insufficient data-driven planning

5. Which Makes Me Feel (Emotional Impact)

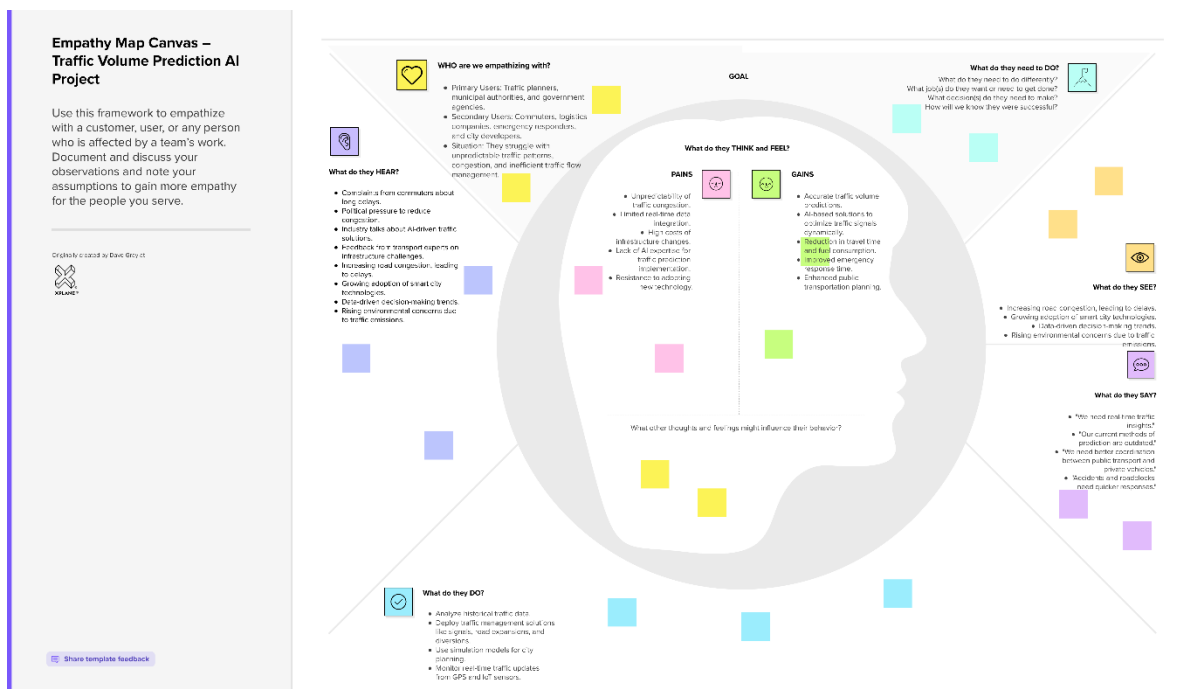
This section captures the emotions triggered by the challenges. Emotions play a significant role in decision-making and influence customer satisfaction.

Examples:

- Frustrated due to long travel times
- Stressed about reaching work late
- Concerned about fuel costs and emissions

Conclusion

The Empathy Map Canvas is a crucial tool for understanding customers from their perspective. It helps businesses design better solutions, enhance user experiences, and address pain points effectively. By deeply empathizing with users, companies can develop innovative products and services that align with real customer needs.



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