Ideation Phase
Empathize & Discover

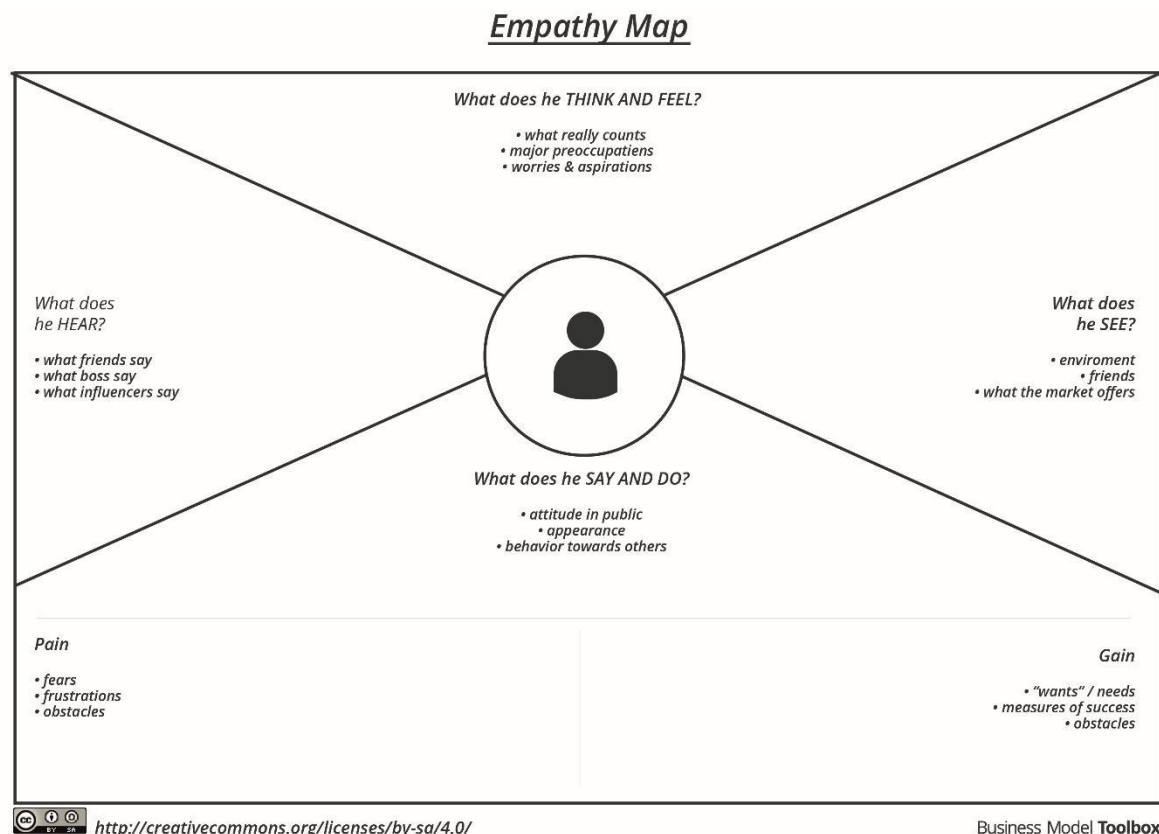| Date	31 January 2025
Team ID	LTVIP2025TMID36498
Project Name	TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

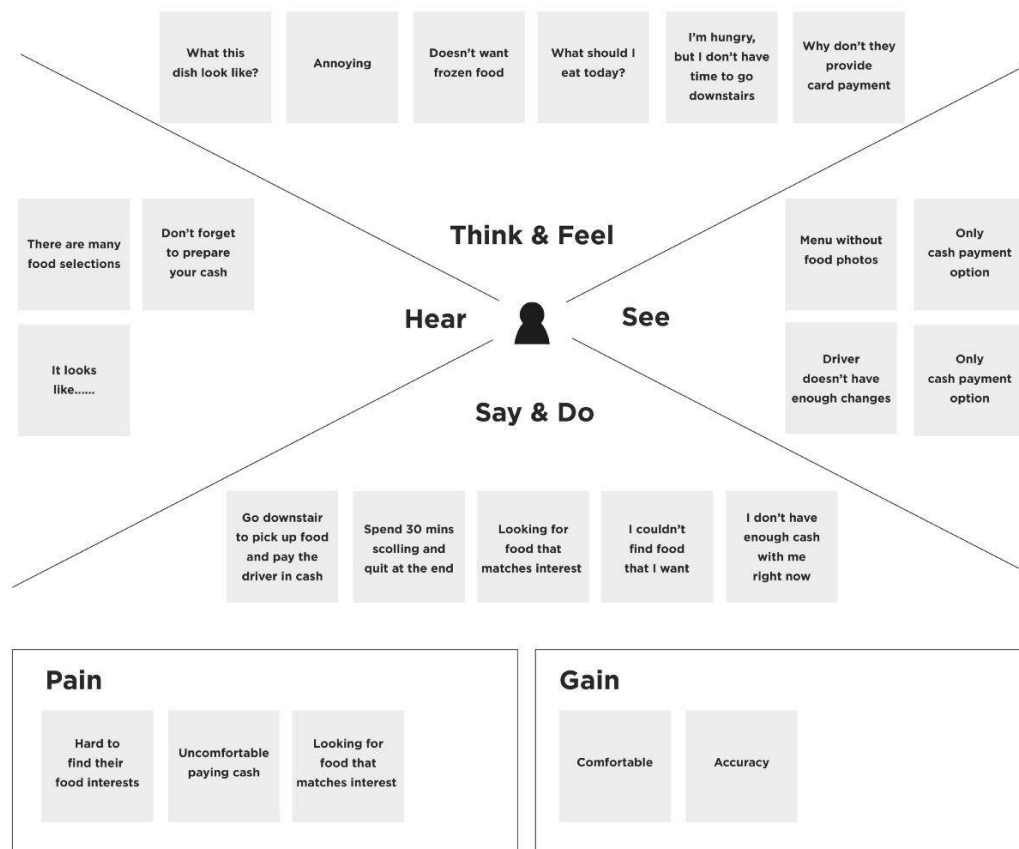It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.
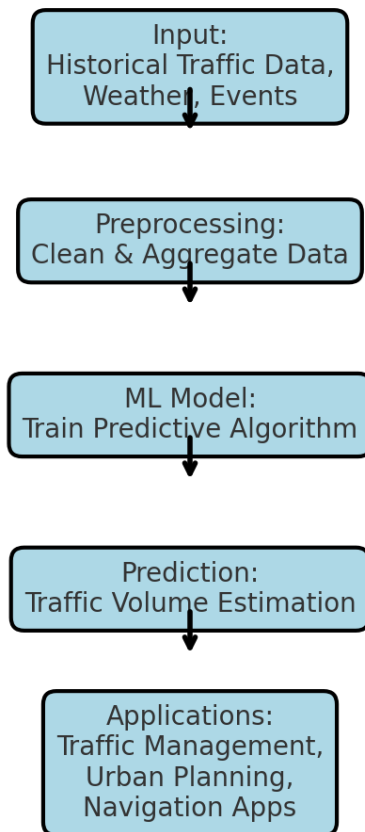
Example:

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

Example: Food Ordering & Delivery Application

What this dish look like?	Annoying	Doesn't want frozen food	What should I eat today?	I'm hungry, but I don't have time to go downstairs	Why don't they provide card payment

Think & Feel

There are many food selections	Don't forget to prepare your cash		Menu without food photos	Only cash payment option

Hear 👤 **See**

It looks like……		Driver doesn't have enough changes	Only cash payment option

Say & Do

Go downstair to pick up food and pay the driver in cash	Spend 30 mins scolling and quit at the end	Looking for food that matches interest	I couldn't find food that I want	I don't have enough cash with me right now

Pain

Hard to find their food interests	Uncomfortable paying cash	Looking for food that matches interest

Gain

Comfortable	Accuracy

Project Name: TrafficTelligence: Advanced Traffic Volume Estimation with Machine Learning

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          │        Input:           │
          │  Historical Traffic Data,│
          │     Weather, Events     │
          └─────────────────────────┘
                       │
                       ▼
          ┌─────────────────────────┐
          │     Preprocessing:      │
          │   Clean & Aggregate Data │
          └─────────────────────────┘
                       │
                       ▼
          ┌─────────────────────────┐
          │       ML Model:         │
          │  Train Predictive Algorithm│
          └─────────────────────────┘
                       │
                       ▼
          ┌─────────────────────────┐
          │      Prediction:        │
          │  Traffic Volume Estimation│
          └─────────────────────────┘
                       │
                       ▼
          ┌─────────────────────────┐
          │      Applications:      │
          │   Traffic Management,   │
          │     Urban Planning,     │
          │     Navigation Apps     │
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Empathy Map Category	Description
Target Users	1. Transportation Authorities 2. Urban Planners 3. Daily Commuters
Think & Feel	Concerned about congestion, want predictive insights, frustrated by current systems.
See	Inefficient systems, static infrastructure, smart cities as examples.
Say & Do	Need data-driven control, express urgency in planning, seek smart traffic solutions.
Hear	Public complaints, commuter requests, stakeholder pressure.
Pain	No dynamic control, poor planning, commuter dissatisfaction, wasted budgets.

| Gain | Predictive insights, optimized planning, smoother commutes, efficient resource use. |