# Ideation Phase

Empathize & Discover

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| Date | 02 july 2025 |
| Team ID | LTVIP2025TMID34740 |
| 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 help 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:**Diagram

Description automatically generated

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

**Example: Food Ordering & Delivery Application**

Diagram

Description automatically generated  
User Persona: Traffic Management Authorities, City Planners, Commuters

### SAYS:

- “We need accurate traffic data to plan better.”  
- “Traffic congestion impacts emergency services and daily life.”

### THINKS:

- “How can I predict traffic conditions before a jam occurs?”  
- “If I had real-time, reliable traffic estimates, I could respond better.”

### DOES:

- Checks outdated or delayed traffic reports  
- Manually adjusts signal timings or deploys field staff

### FEELS:

- Frustrated with inefficient traffic control  
- Pressured to provide smooth urban mobility  
- Optimistic about AI-driven traffic solutions