Template

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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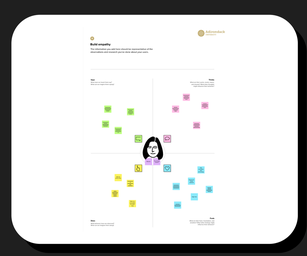

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we magine them saying?

1. Machine learning can be used to predict flight prices: Machine learning algorithms can be trained on historical flight price data to make predictions about future prices. This can help travelers make more informed decisions about when to book their flights.
2. Factors that influence flight prices: Machine learning algorithms can take into account a wide range of factors that can influence flight prices, such as seasonality, day of the week, time of day, airline, and route.

1. Real-time price updates: Machine learning algorithms can also be used to monitor real-time price changes and adjust predictions accordingly. This can help travelers take advantage of sudden drops in price or avoid booking during periods of high demand.
2. Personalized recommendations: Machine learning algorithms can be used to provide personalized recommendations to travelers based on their past booking behavior and preferences. This can help travelers find the best flights for their individual needs and budget

- Users want to find the best flight deals and save money on their bookings.
- They want a seamless and user-friendly booking experience that allows them to quickly find and book flights that meet their needs.
- They want personalized recommendations that take into account their preferences, such as airline preference, flight time, and layover duration.

Needs:

- Users need accurate information about flight prices and availability.
- They need to be able to compare prices across multiple airlines and booking platforms.
- They need to be able to book flights quickly and easily, without experiencing technical difficulties or errors.

Hopes:

- Users hope to find hidden flight deals that they would not have been able to find on their own.
- They hope to be notified of price drops or changes in flight availability in real-time, allowing them to make informed booking decisions.
- They hope to be able to book flights with confidence, knowing that they are getting the best possible deal.

Dreams:

- Users may dream of being able to travel more often or to more exotic destinations by finding affordable flights.
- They may dream of being able to book their entire travel itinerary (flights, accommodations, activities) in one seamless booking experience.
- They may dream of being able to rely on machine learning algorithms to make their travel decisions for them, freeing up their time and mental energy for other pursuits.

1. More accurate predictions: Machine learning algorithms can take into account a wide range of factors that can influence flight prices, which can lead to more accurate predictions of future prices.
2. Real-time updates: Machine learning algorithms can monitor real-time price changes and adjust predictions accordingly. This can help travelers take advantage of sudden drops in price or avoid booking during periods of high demand.
3. Personalized recommendations: Machine learning algorithms can provide personalized recommendations based on a traveler's past booking behavior and preferences. This can help travelers find the best flights for their individual needs and budget.

Give them a name and a portrait to empathize with your persona.

1. Trust in the machine learning algorithm: Users may be more likely to use and trust a machine learning algorithm if they have confidence in its accuracy and reliability. If users have had negative experiences with inaccurate or misleading predictions in the past, they may be more hesitant to use a machine learning algorithm.
2. Price sensitivity: Users' willingness to pay for flights can vary widely based on factors such as their budget, the purpose of their travel, and their personal preferences. Some users may be willing to pay a premium for convenience or comfort, while others may prioritize finding the lowest possible price.

1. Increased use of machine learning algorithms for flight price predictions: With the increasing availability and sophistication of machine learning algorithms, more users may turn to these tools to help them find the best flight deals.
2. Greater reliance on data-driven decision making: Machine learning algorithms can analyze vast amounts of data to provide personalized recommendations for users. As users become more familiar with these tools, they may become more confident in making data-driven decisions when booking flights.

1. Lack of transparency: Users may be concerned that machine learning algorithms are not transparent and that they do not know how these algorithms are making their recommendations. This lack of transparency could lead to skepticism about the validity of the recommendations.
2. Fear of missing out: Users may worry that they will miss out on a better deal if they book too early or too late. They may also worry that the algorithm will not be able to accurately predict price trends, leading them to miss out on a good deal.

Price sensitivity and deal-seeking behavior: Users may be more likely to engage in deal-seeking behavior when using machine learning algorithms to optimize their flight bookings. They may be more willing to wait for price drops or book flights at non-peak times to get the best possible deals.

Using machine learning algorithms and tools: We can imagine travelers using various machine learning algorithms and tools to help them find the best flight deals. For example, they may use price prediction algorithms to analyze historical flight data and predict future price trends. They may also use tools that compare prices across multiple airlines and booking platforms, allowing them to find the best deals quickly and easily.

Trust: Users may feel more trust in machine learning algorithms if they have had positive experiences with them in the past. For example, if an algorithm has successfully helped them find a good deal on a previous trip, they may be more likely to trust it in the future.

1. Excitement: Users may feel excited about the possibility of using machine learning algorithms to find the best flight deals. They may be interested in exploring new technologies and using them to make their travel experiences more efficient and enjoyable.
2. Curiosity: Users may feel curious about how machine learning algorithms work and how they can be used to find the best deals. They may be interested in learning more about the data that is used to make predictions and how the algorithms are trained.

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?