

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?



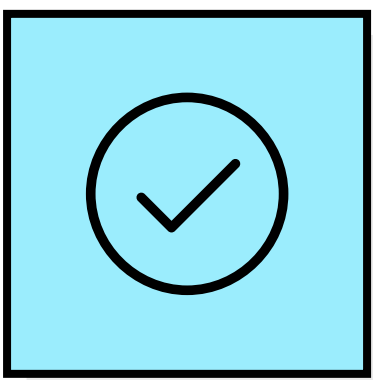
What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

The buyers would be looking for the cheapest tickets while outrageous objective of the transporters would be generating more and more revenue.

Travellers for the most part attempt to buy the ticket ahead of the departure day.

The buyer might wrap up paying more than they should for the comfortable seat.

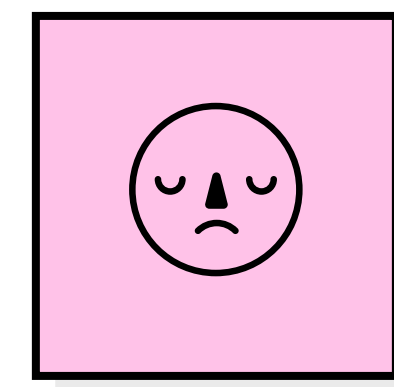


What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

This model was capable enough to predict the expense for the flight of the day that were now here close to the day of departure but the results were not satisfying would be close to the date of the journey.

A ticket purchasing time incremental model depending upon marketed point processes and information extracting system and computable investigation strategy was suggested by wellfish.



PAINS

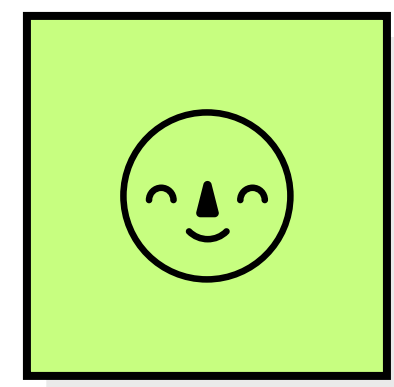
What are their fears, frustrations, and anxieties?

The Expense of the booking may be far and wide

This esteeming technique normally alters the cost according to be different times in a day normally forenoon, evening or night

They extract their data from well-known booking websites

The two important features were the day count from departure and which day of the week it is, whether weekend or weekday



GAINS

What are their wants, needs, hopes, and dreams?

Random forests work with multiple decision trees.

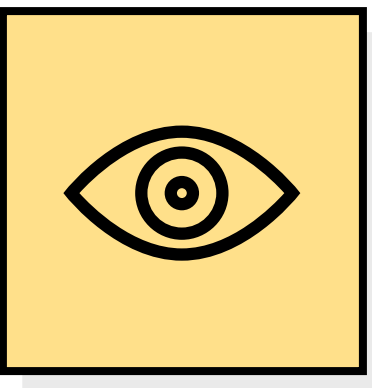
Like the decision tree RF, a supervised learning techniques

Every tree present in a random forest divides a class prediction and the class having the most votes comes out as model prediction/

An artificial neural networks simply a neural networks that resembles the biological neural network present in the human brain

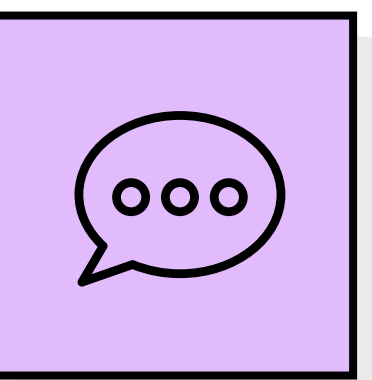
Artificial neurons consists of inputs and their corresponding weights.

These artificial neurons are the building blocks of the ANN model.



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



What do they SAY?

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

The input layer which takes the input hidden layers were all the computations takes class.

And the output layers which produces the outputs
It is structured like a tree containing the decision nodes and leaf nodes.

The proposed system changes the heterogeneous value arrangement information to added value arrangement systems.

GOAL

What do they THINK and FEEL?

What other thoughts and feelings might influence their behavior?