Empathy Map Canvas

Team ID	LTVIP2026TMIDS47032
Project Title	Flight finder: navigating your air travel options

User Persona: Frequent Traveler (age 25–45)

1. SAYS

- I want to quickly find the best and cheapest flights.
- Why do some platforms hide extra charges?
- Customer support never responds on time.
- Why do I need to fill the same details every time?

2. THINKS

- Will I get a better deal on another platform?
- What if I book and then prices drop?
- Will my flight be delayed or cancelled?
- Can I trust this platform with my payment details?

3. DOES

- Opens multiple apps/websites for comparison
- Books at odd hours or last-minute while traveling
- Uses wallet/UPI to speed up transactions
- Saves screenshots as proof of booking
- Tries to redeem coupons/offers

4. FEELS

- 😖 Frustrated by long booking forms
- 😖 Relieved when flight is booked successfully
- 😖 Anxious about hidden charges or errors
- 😖 Annoyed by pop-ups and irrelevant offers

- ☺ Delighted by instant confirmation & smooth experience

User Persona: Admin / Travel Agent

1. SAYS

- I need an easy way to update flight schedules.
- Why is report generation so slow?
- I want alerts if flights are overbooked or canceled.
- Support tickets take too long to resolve.

2. THINKS

- Is the dashboard reliable during peak traffic?
- Can I trust this system with customer data?
- How do I download full booking reports quickly?
- Will this platform scale as demand grows?

3. DOES

- Logs in daily to check bookings and schedules
- Edits flight routes and timings manually
- Generates weekly revenue and booking reports
- Coordinates with customer support when issues arise

4. FEELS

- ☺ Frustrated by laggy admin tools
- ☺ Confident when automation works well
- ☺ Annoyed by lack of real-time booking insights
- ☺ Satisfied with organized dashboard and stats