Ideation Phase
Empathize & Discover

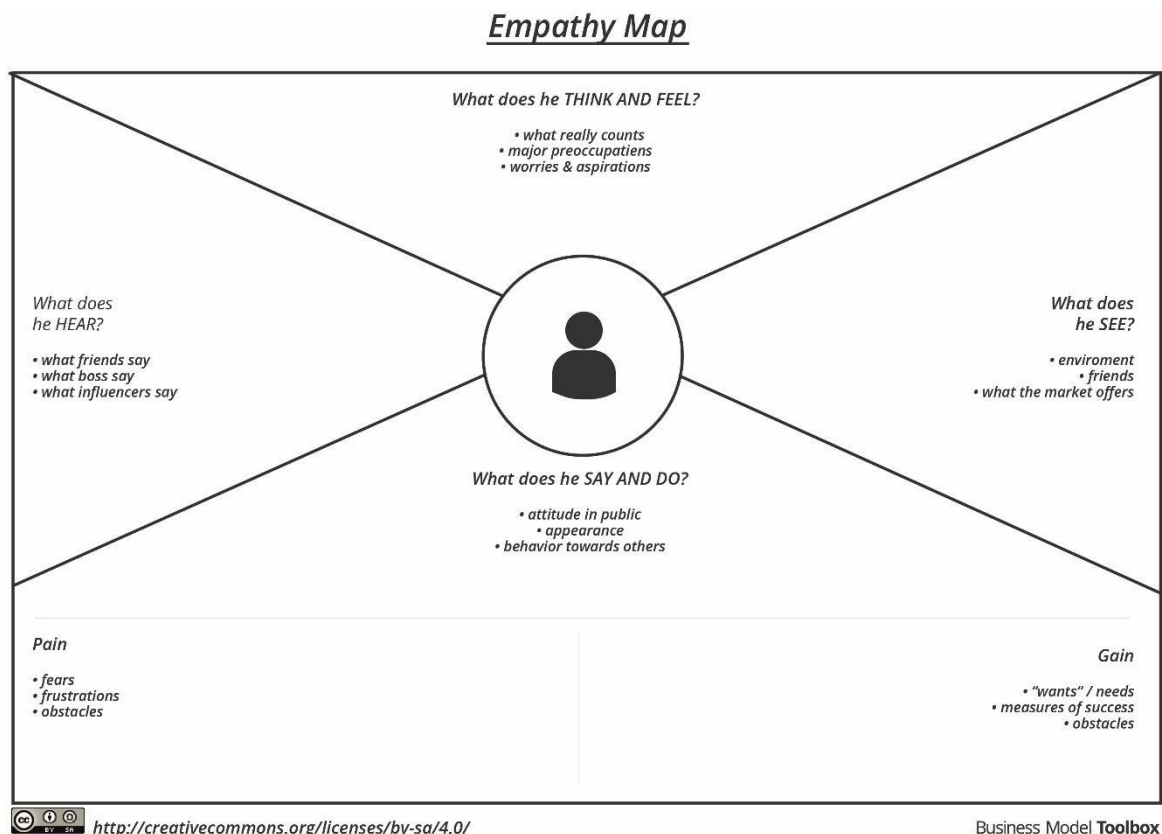| Date	13 June 2025
Team ID	LTVIP2025TMID59290
Project Name	FlightFinder: Navigating Your Air Travel Options
Maximum Marks	4 Marks

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:

Empathy Map

What does he THINK AND FEEL?
- what really counts
- major preoccupations
- worries & aspirations

What does he HEAR?
- what friends say
- what boss say
- what influencers say

What does he SEE?
- enviroment
- friends
- what the market offers

What does he SAY AND DO?
- attitude in public
- appearance
- behavior towards others

Pain
- fears
- frustrations
- obstacles

Gain
- "wants" / needs
- measures of success
- obstacles

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Business Model **Toolbox**

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

Example: FlightFinder: Navigating Your Air Travel Options

Empathy Map

What does he THINK AND FEEL?

- Wants a hassle-free, fast, and reliable booking experience
- Worried about missing better deals or hight options

- Cluttered booking websites and mobile apps
- Too-many option. unclear distinctions
- Ads and pop pus that reduce usability

does he HEAR?

- ds recommennding newer, ter booking apps
- agues discussing loyalty rams and travel hacks
- encers reviewing the besst
- l platforms for business elers

What does he SAY AN

- Tells others he prefers booking flights online
- Tries multiple platforms before choosing one
- Leaves reviews if experience severry good or frustratii

What does he SAY AND DO?

- Tells others he prefers booking fligns orline
- Tries multiple platforms before choosing one
- Leaves reviews if the experience is very good or frustrating

- stes time comparing flights across apps
- strated with slow, non-intuite user interfaces
- concerns about security during payment
- ks control over filtering options (e.g. ct time, seating)

Gain

- Wants an efficient, mobile-responsive app tha ofters personalization
- Seeks loyalty rewards, flexible seat options, ar flight filters
- Success – fast booking, accurate itinerary, loy benefits