



Empathy Map

Airlines Data Analytics for Aviation Industry

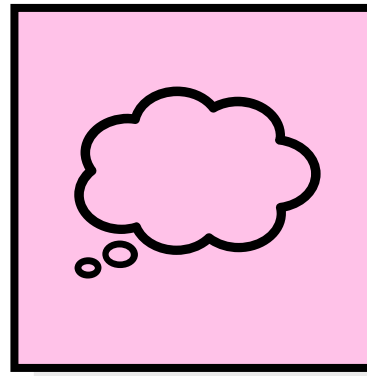
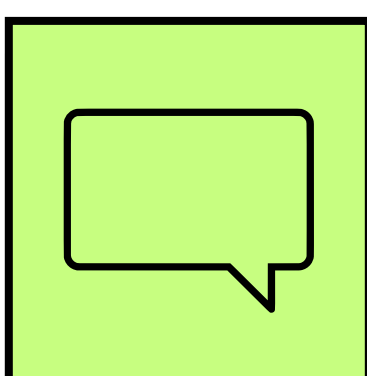
Says

Thinks

Find cheap
Flights for the
dates and times
that work best
for my schedule

Group chat
with friends
discussing
plans for
upcoming trip

I like booking
directly because
sometimes I
need to change
the dates last
minute

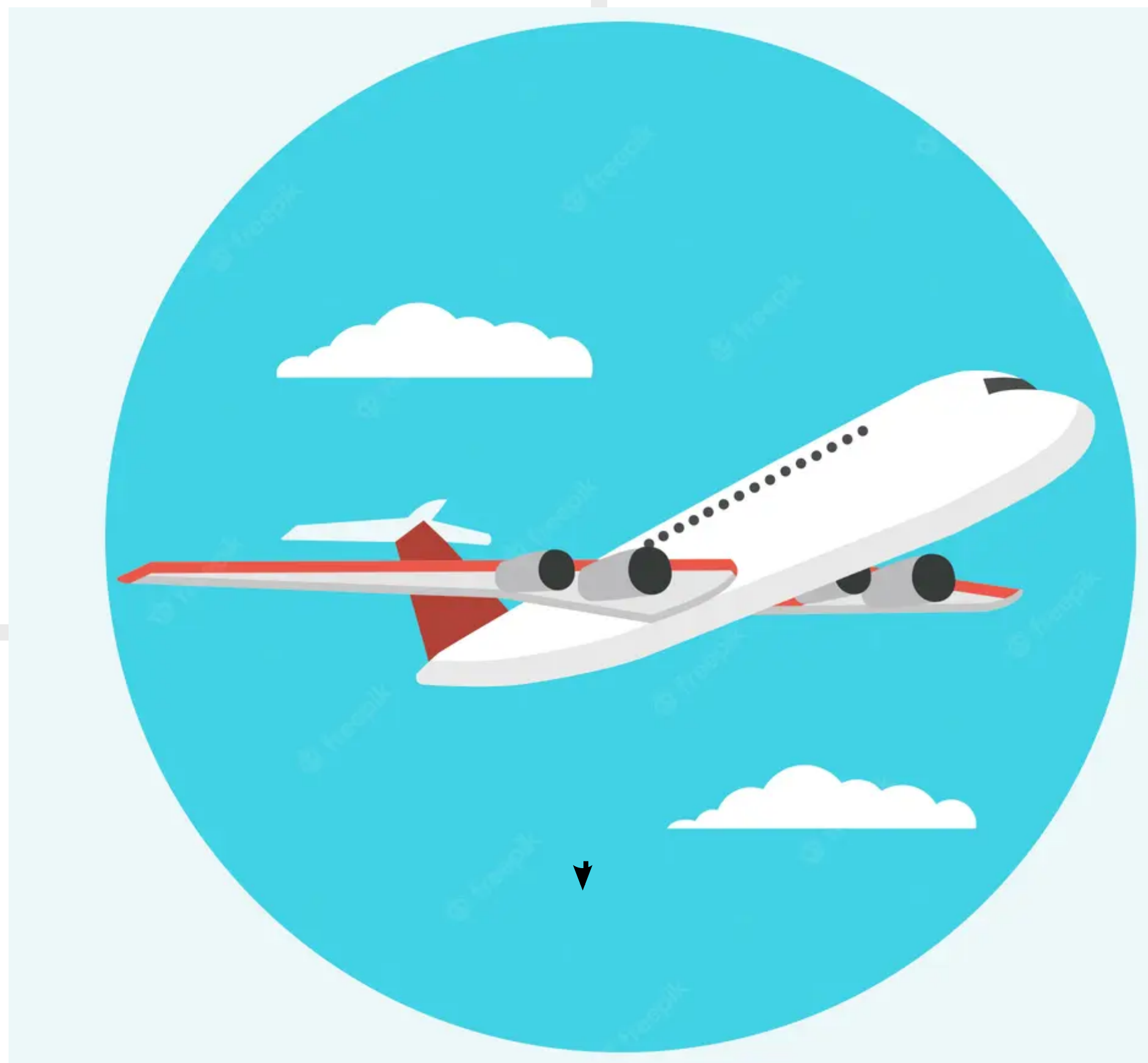


I Can't wait
to plan my
next trip

Will my
flight be
delayed

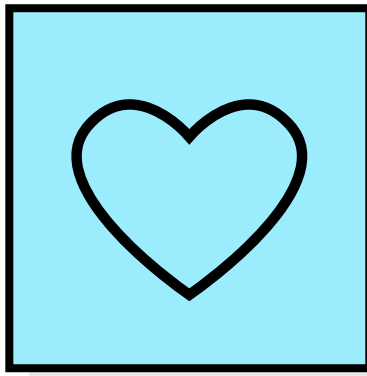
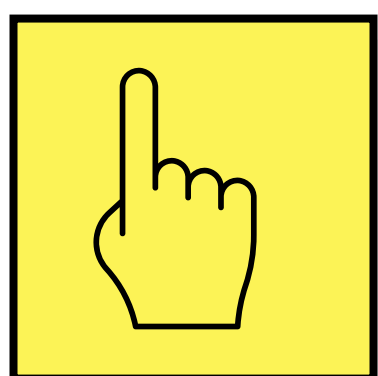
Find a flight
out of my
home airport

Wish prices
were more
transparent
from the
start



I am willing to
pay more to
avoid layover or
inconvenient
time or place

Message
friends about
upcoming
group trip



Checks
calender and
prepares to-
do list for
tomorrow

Looking for
best flight
deals

Find a non-
stop flight

Delayed
Flights

Starts
planning
upcoming
work trip for
the team

Unable to
select food or
seat during
booking

Does

Feels