Ideation Phase
Empathize & Discover

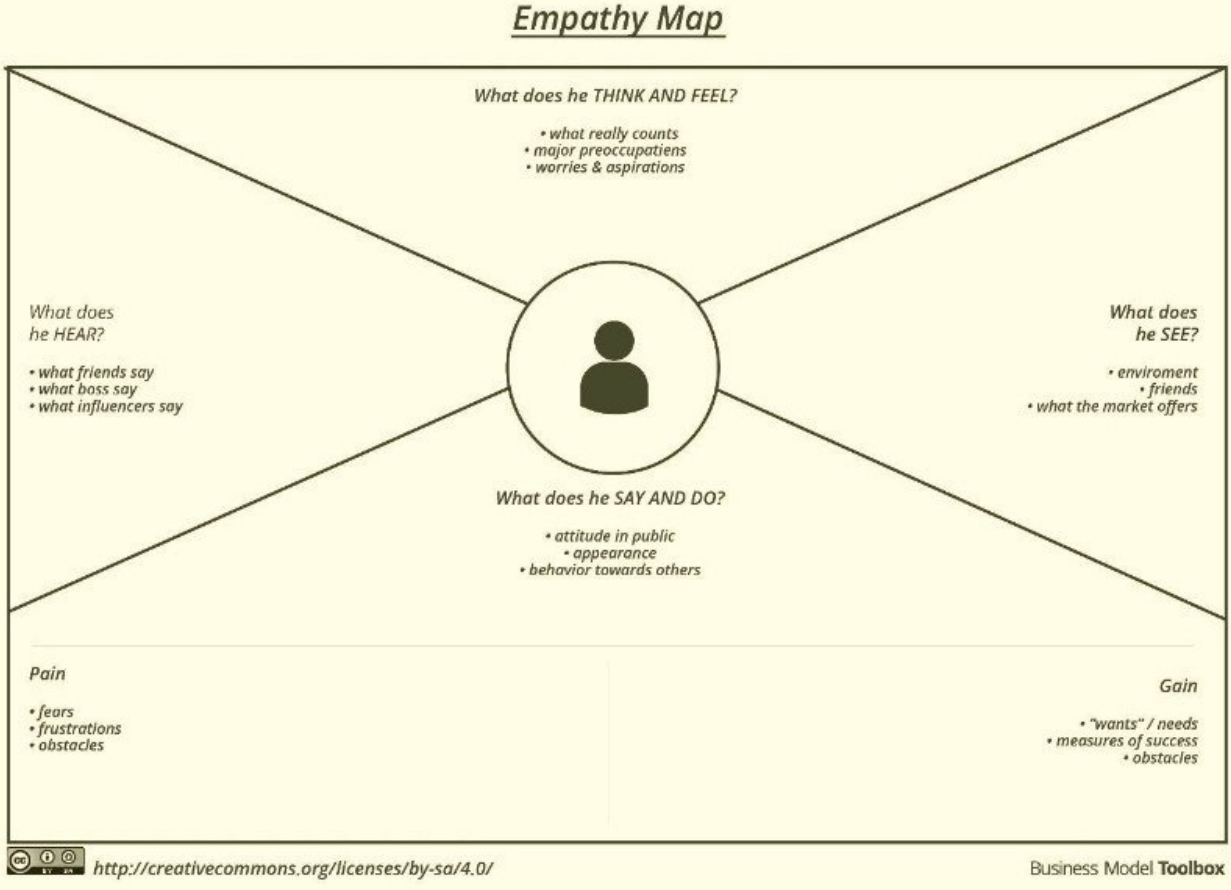
Date	19 September 2022
Team ID	PNT2022TMID22116
Project Name	AIRLINES DATA ANALYTICS FOR AVIATION INDUSTRY
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

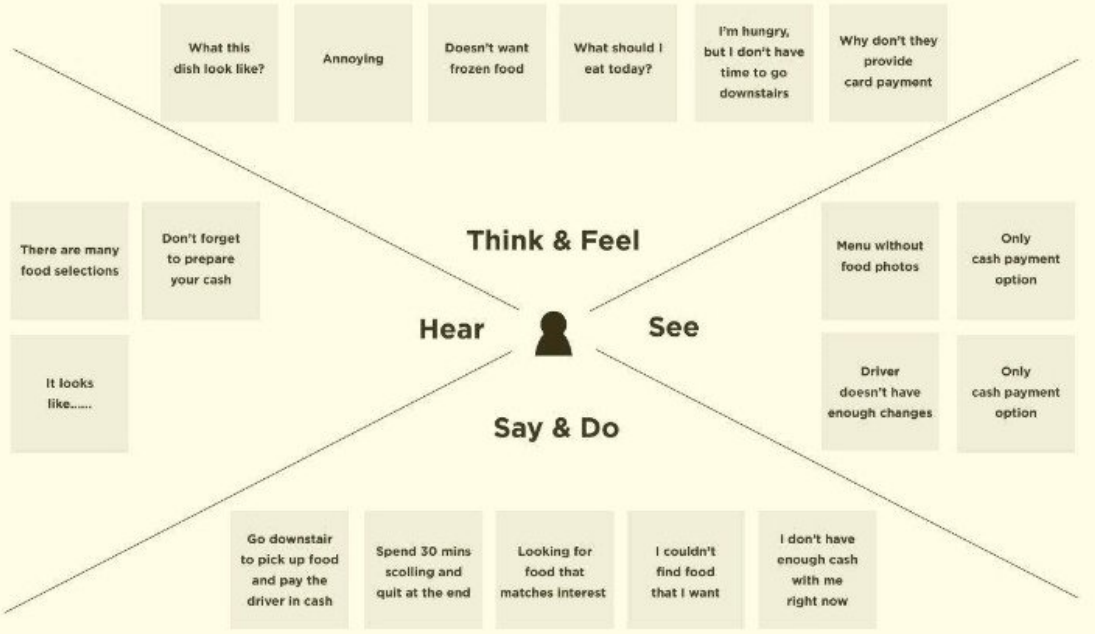
It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



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

Example: Food Ordering & Delivery Application



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Originally created by

XPLANE ®

Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

GOAL

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?

easy availability in all countries,continents

strangers with safety

what makes this transport different

can it translate every move i make?

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?

PAINS
What are their fears, frustrations, and anxieties?

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

Flying is secured way to travel

Time is less consumed for travelling long distance

It's very convenient for business trips

Easy to travel while comparing to other mode of travelling

Delays, cancellations, and lost baggage

There is a whole variety of materials not suitable for such products, from explosives, fired solids and liquids, which cannot be shipped by air to name but a few.

Air travel is the riskiest mode of transport, since there can be considerable losses to goods, customer and crews as a result of a minor crash.

Air travel calls for enormous spending in aerodrome building and servicing.

Send almost everywhere your freight.Open to all regions, irrespective of land interference.

This ensures you save both time and money by not having to provide extra packaging services.

Air is the type of freight capable of traveling long distances in short periods of time.

It is considered the cheapest way to ship peregrinated goods. It offers a standard, convenient, reliable and fast service.

What do they THINK and FEEL?

safe arrival and departure

delay issues any sort of baggage claim issues

availability for everyone

SARANYA

TIPPANI LAVANYA

PRIYADARSHINI

DEEPA LAKSHMI

What do they SAY?
What have we heard them say?
What can we magine them saying?

Open and closed suite seats, Personal closets are also very common in these suite seats.

A haven for business & leisure travelers.

it was like some anxious hours flying so high in the air with our lives in the hand of a machine

The new definition of luxury.

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

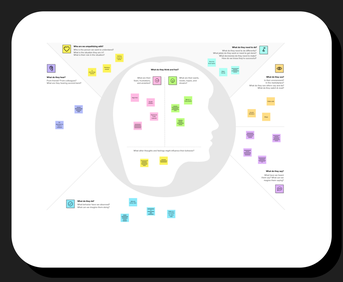
This is a chance to raise the standard of living

There won't be any more circumscription in life

there are no constraints for apperance

flights availability to various regions

Share templa



Need some inspiration?

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

Open example →