### **IDEATION PHASE**

### **EMPATHIZE & DISCOVER**

Date	19 September 2022
Team ID	PNT2022TMID25103
Project Name	Project – AIRLINES DATA ANALYTICS
	FOR AVIATION INDUSTRY
Maximum Marks	4 Marks

## **EMPATHY MAP CANVAS:**

An Empathy map is a simple, easy –to-digit visual that captures knowledge about a user's behaviour 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 the participants consider things from the user's perspective along with his or her goals and challenges.

# What do they think and feel? I want airline websites to show me comparable price I need make sure I am getting a good deal on this. What do they hear? What do they see? Airlines give you hard time The analysis can help you if you try to cancel a flight sort flights you booked Passengers can be helped to It easy book airline flights find best flight to when using analysis destination. What do they say and do? Sorts by date and flight times **Booking flights is tedious** Searches by date and always checks the low fare

### **PAIN**

- ➤ More need of technical expertise
- > Constantly changing dataset
- More visualization needs more data handling capacity

## **GAIN**

- Ease of access
- > Can I improve the process of booking flights
- > Attracts customers when the perfect schedules are used