

Ideation Phase

Empathize & Discover

Date	17 February 2026
Team ID	LTVIP2026TMIDS79519
Project Name	Travel Guide AI
Maximum Marks	4 Marks

Empathy Map Canvas:

User :

A traveller (student / working professional / family planner) who wants to plan a trip efficiently and quickly.

◊ What does he THINK & FEEL?

(What really counts? Major preoccupations? Worries & aspirations?)

- Wants a smooth and well-organized trip
- Worried about wasting time and money
- Thinks planning takes too much effort
- Hopes to explore maximum places in limited days
- Feels excited but also confused before travel
- Wants a stress-free travel planning experience

◊ What does he HEAR?

(What friends say? What boss says? What influencers say?)

- Friends suggesting “You must visit this place!”
- Social media influencers promoting destinations
- Travel bloggers giving mixed reviews
- Family members advising budget-friendly options
- Travel agents offering expensive tour packages

◊ What does he SEE?

(Environment? Friends? What the market offers?)

- Multiple travel websites with scattered information
- Confusing travel blogs and long articles
- Generic travel apps with limited customization
- Sponsored ads and promotional packages
- Too many destination options without clear planning

◊ What does he SAY & DO?

(Attitude in public? Appearance? Behaviour towards others?)

- “I need a proper day-wise travel plan.”
- Searches Google and YouTube for trip ideas
- Compares different blogs and reviews
- Asks friends for recommendations
- Saves travel posts on Instagram
- Looks for quick and personalized solutions

◊ PAIN

(Fears, frustrations, obstacles)

- Time-consuming research process
- Information overload
- Lack of personalization in existing apps
- Fear of missing important tourist attractions
- Difficulty organizing itinerary day-wise
- Budget management concerns

◊ GAIN

(Wants, needs, measures of success)

- Instant AI-generated personalized itinerary
- Clear day-wise travel schedule
- Tourist attraction and food recommendations
- Travel tips and guidance in one place
- Saves time and effort
- Confident and stress-free trip planning.

Example:

