Ideation Phase
Empathize & Discover

Date	12 February 2026
Team ID	LTVIP2026TMIDS87664
Project Name	Flight Finder
Maximum Marks	4 Marks

Empathy Map Canvas:

Who are we empathizing with?

- Primary: Air travelers looking to find and book flights easily.

- Secondary: Admins managing flight schedules and bookings.

What do they THINK & FEEL?

- Worry about getting the best price and avoiding hidden fees.

- Nervous about cancellations, refunds, or schedule changes.

- Appreciate transparency, trustworthiness, and quick results.

- Value the ease of comparing flights on one platform.

What do they SEE?

- Multiple fragmented platforms (different airline websites, travel portals).

- Overwhelming number of options without clear comparisons.

- Promotional emails or ads promising "cheap flights." •   Peers using online booking tools to plan trips.
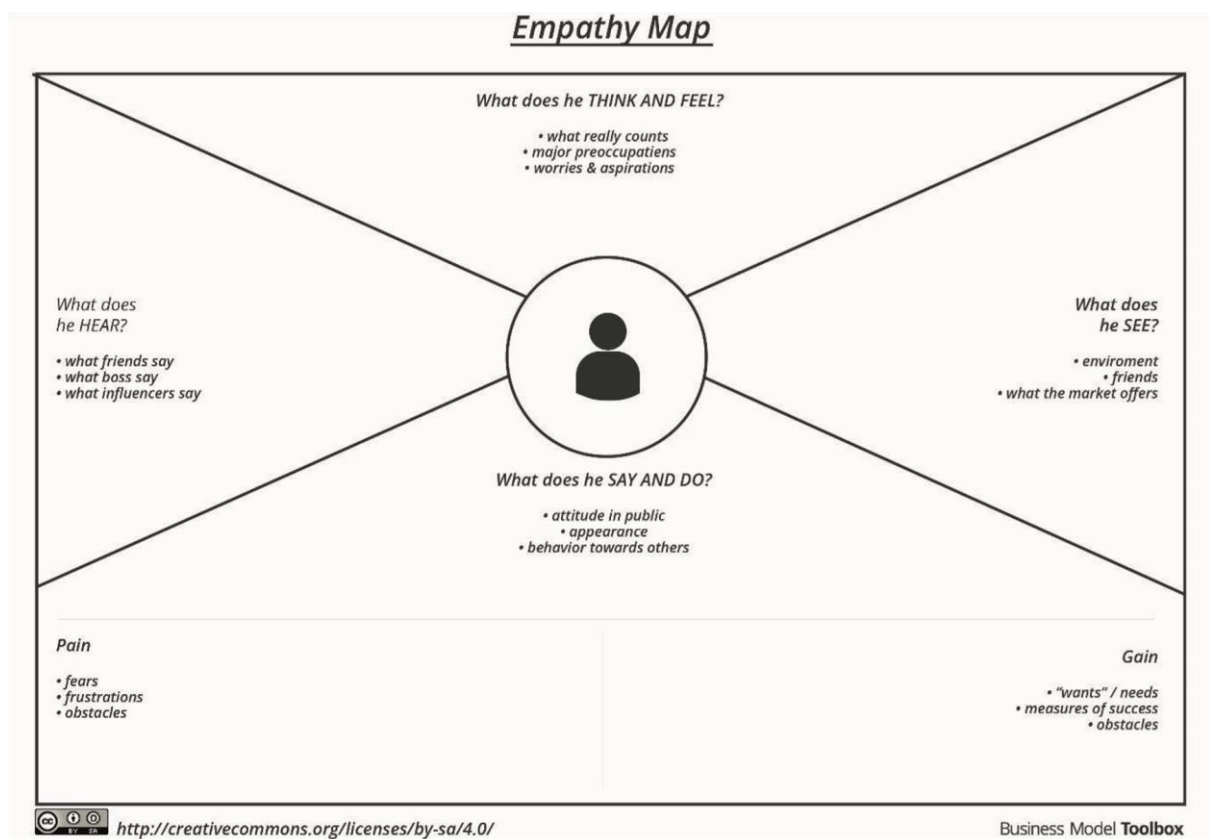

🗣 What do they SAY & DO?

- "I want the best deal, but I don't want to be scammed."

- "Can I trust this site with my payment info?"

- Share screenshots with friends/family to compare options.

- Frequently ask about cancellation policies and support.

What do they HEAR?
- Friends: "I found a cheaper flight on another site."

- Travel bloggers & social media posts promoting deals.

- Stories of bad experiences: hidden fees, denied refunds.

Example:

Empathy Map

What does he THINK AND FEEL?
- what really counts
- major preoccupatiens
- 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**

Example: Flight Finder Application

Empathy Map Canvas
Flight Finder Application

WHO are we emptathizing with?

- Primary air travelers looking to find and book flights easily
- Sccondary: Admins managing flight schedules and bookings

SEE

- Multiple fragmentedplatforms (different airline websites, travel portals)
- Overwhelming number of options without clear comparisons
  - Promotional emails ads promising "cheap flights"

SAY & DO

- "I want thbest deal, but I don't want to be scammed."
- "Can I trust this site with my payment info?"
- Share screenshots with frouch s family to compare options

THINK & FEEL

HEAR

- Friends. "I found a cheaper flight on another site."
- Travel bloggers & scocial media posts promote deals
- Stores of bad experiences: hidden fees, denied refunds

PAINS

- Difficulty comparing flights across airlines and lavovers
- Hidden costs (luggage fees, taxes) revealed late in process
- Complex refund or change psolicies
- Feaır of losing money on unreliable platform

GAINS

- A smooth, transparent booking experience
- Get notifications for siachedule changes or price drops
- Easy refunds and re-bookings if plans change