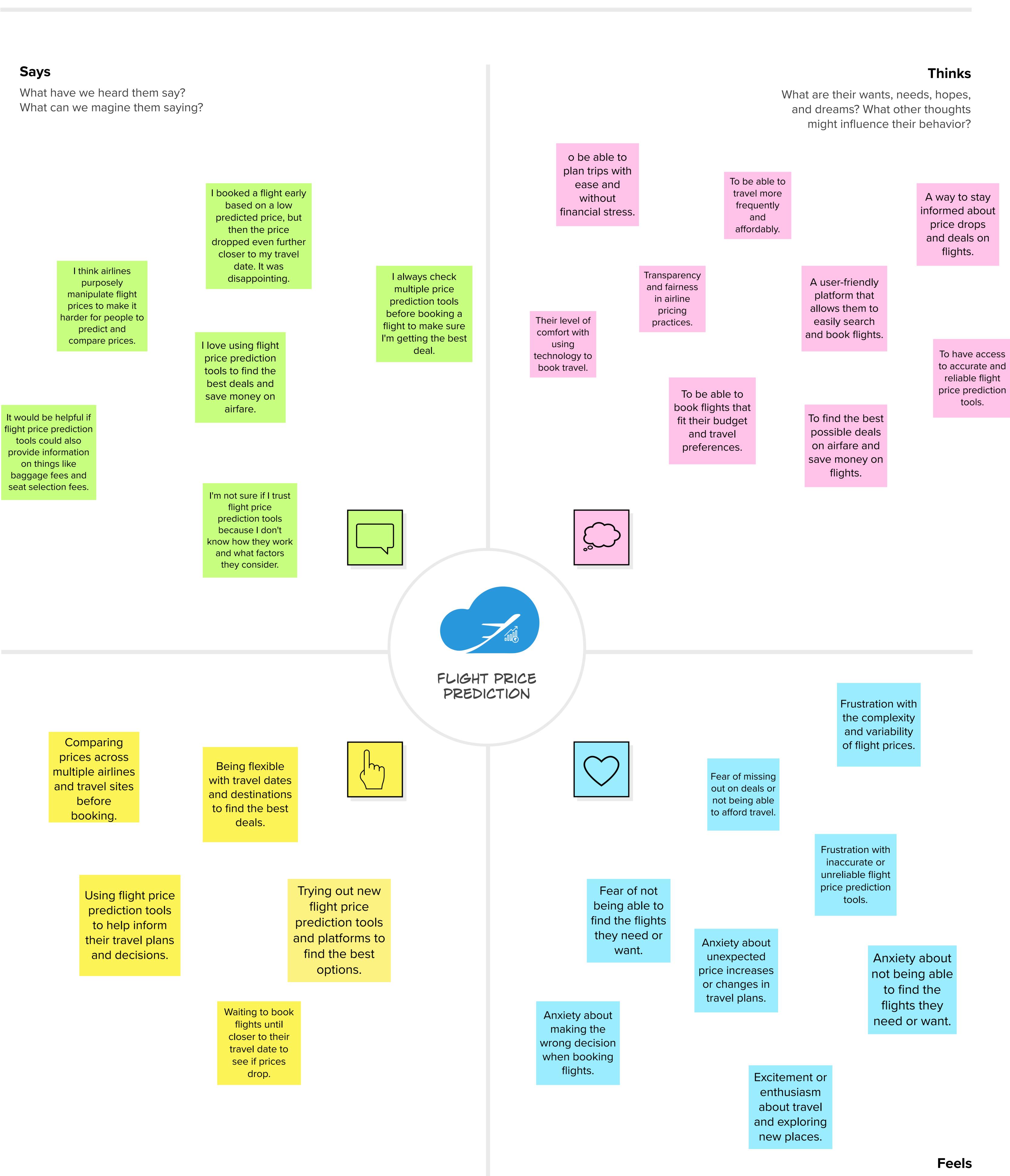
Ideation Phase

Date	16.03.2023
Team ID and Team Members	NM2023TMID16606 • Jannathul Hapsha F • Athithraya R • Sowmiya K • Udhayachitra S
Project Name	Optimizing Flight Booking Decisions Through Machine Learning Price Predictions



Build empathy

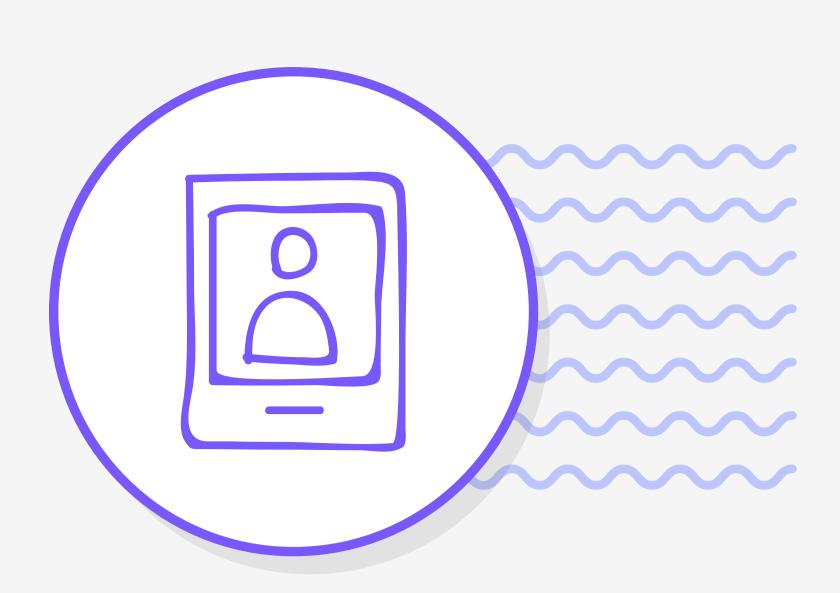
The information you add here should be representative of the observations and research you've done about your users.



Does

What behavior have we observed? What can we imagine them doing?

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.