

Ideation Phase

Empathize & Discover

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|---------------|--------------------|
| Date | 26 June 2025 |
| Team ID | LTVIP2025TMID59716 |
| 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.
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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.
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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.
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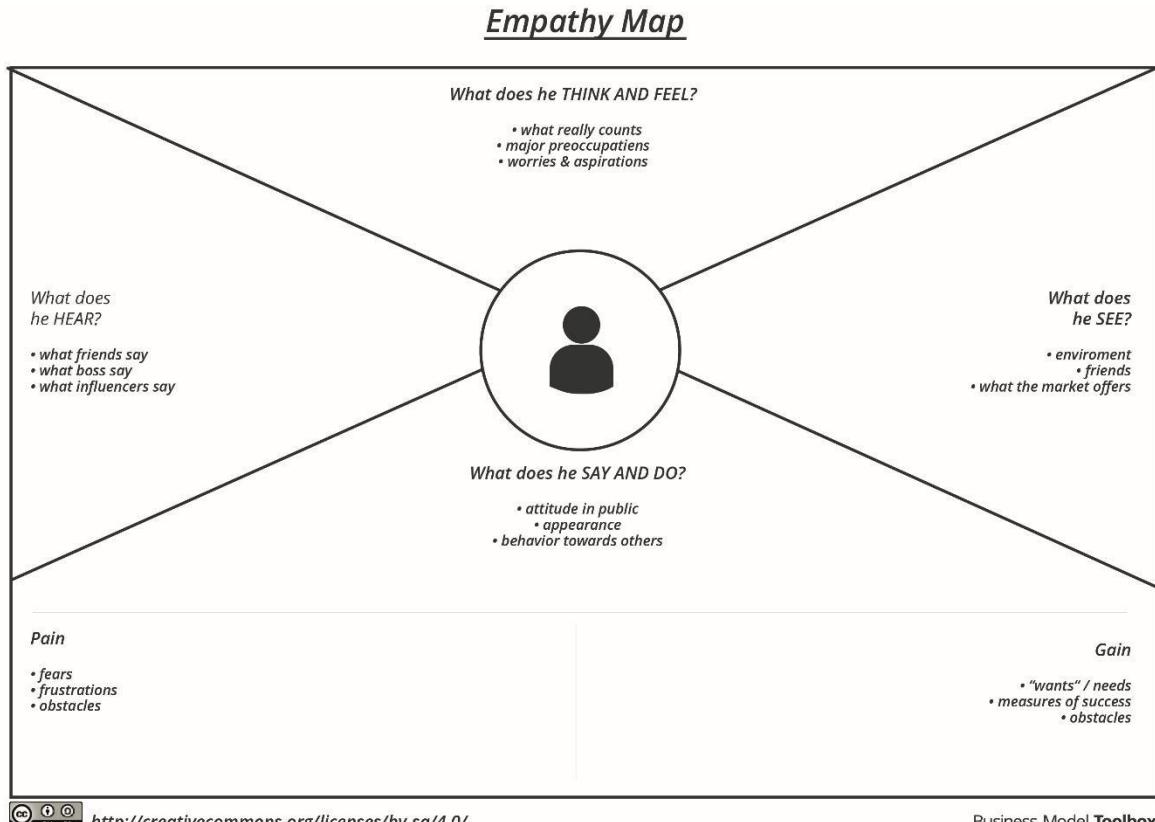
What do they SAY & DO?

- “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.
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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.

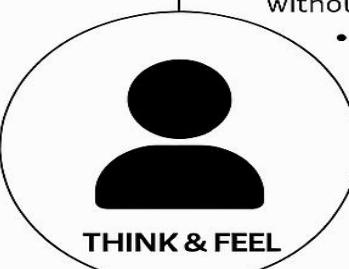
Example:



Example: Flight Finder Application

Empathy Map Canvas

Flight Finder Application

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| WHO are we empathizing with? |  THINK & FEEL | SEE <ul style="list-style-type: none">Multiple fragmented platforms (different airline websites, travel portals)Overwhelming number of options without clear comparisonsPromotional emails ads promising “cheap flights” HEAR <ul style="list-style-type: none">Friends. “I found a cheaper flight on another site.”Travel bloggers & social media posts promote dealsStores of bad experiences: hidden fees, denied refunds |
| SAY & DO <ul style="list-style-type: none">“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 | PAINS <ul style="list-style-type: none">Difficulty comparing flights across airlines and layoversHidden costs (luggage fees, taxes) revealed late in processComplex refund or change policiesFear of losing money on unreliable platform | GAINS <ul style="list-style-type: none">A smooth, transparent booking experienceGet notifications for schedule changes or price dropsEasy refunds and re-bookings if plans change |
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