

1. BRAINSTORMING TEMPLATE

Objective:

To explore innovative ideas for improving the flight booking process.

Area	Notes
Target Users	Frequent travelers, tourists, business professionals
Pain Points	Limited filters, hidden costs, poor UI/UX, slow response time
Feature Ideas	Real-time flight data, interactive UI, price prediction, sorting
Competitor Analysis	Cleartrip, MakeMyTrip, Skyscanner
Feasibility Check	APIs available, Angular for frontend, Node.js backend

2. DEFINE PROBLEM STATEMENT

"Current flight booking platforms often lack user-centric design and intelligent search capabilities. This project aims to build a responsive, intuitive application that simplifies and accelerates the flight-finding experience using modern web technologies."

3. EMPATHY MAP CANVAS

Quadrant	User Insight Example
Says	"I need a fast and clear way to compare flights."
Thinks	"What if I miss the best deal by minutes?"
Does	Frequently checks multiple platforms before booking.
Feels	Overwhelmed by cluttered results, anxious about hidden fees or wrong bookings.