

Ideation Phase

Empathize & Discover

Date	25 feb 2026
Team ID	LTVIP2026TMIDS73330
Project Name	Explore With Ai: Custom Itineraries For Your Next Journey
Maximum Marks	4 Marks

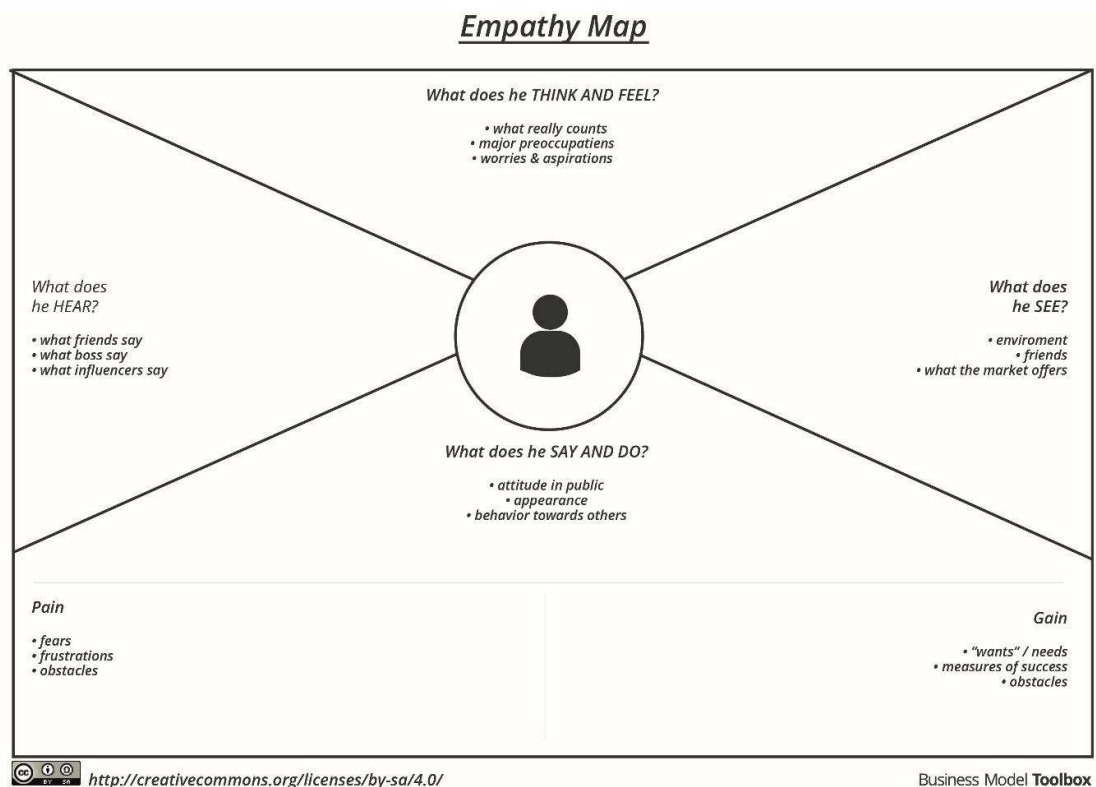
Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

Document and discuss your observations, assumptions, and your own experiences to gain empathy for:

WHO are we empathizing with?

Individual Traveler planning a trip
(Primary user of the AI Travel Itinerary Generator)

- Multiple travel blogs
- Young traveler planning vacation
- Working professional with limitations
- YouTube travel vlogs
- Random itinerary templates online
- Social media travel page

GOAL

To quickly generate a personalized and well-structured travel itinerary without spending hours researching.

THINK & FEEL

- "Planning is stressful"
- "I don't want to miss important places"
- "There's too much information online"
- "There's too much information online"
- "I want everything organized day-wise"
- "I want everything organized day-wise"
- "I need something simple and fast"
- "I need something simple and fast"

SEE

- Multiple travel blogs
- YouTube travel vlogs
- Random itinerary templates online
- Social media travel posts
- Booking websites

HEAR

- Check TripAdvisor
- Watch travel vlogs
- Use travel blogs for planning
- Friends sharing travel experiences

DO

- Search Google for itineraries
- Compare multiple websites
- Save places in notes
- Ask friends for recommendations
- Try to manually create a schedule

What to say:

- "I don't know where to start"
- "I wish there was a ready-made plan"
- "Planning takes too much time"
- "I want a customized itinerary"

What other thoughts and feelings might influence their behavior?

- Budget constraints
- Unliked travel blogs
- Fear of picking
- Fear of missing important site details
- Need for efficient planning

This empathy mapping helped the team understand the challenges faced by travelers, and guided the development of an AI-powered personalized itinerary generator.