

## Ideation Phase

### Empathize & Discover

Date	22 October 2023
Team ID	7E57793FFBF9531B54647A8EC23F078B
Project Name	Competitive Analysis of Leading Travel Aggregators
Maximum Marks	4 Marks

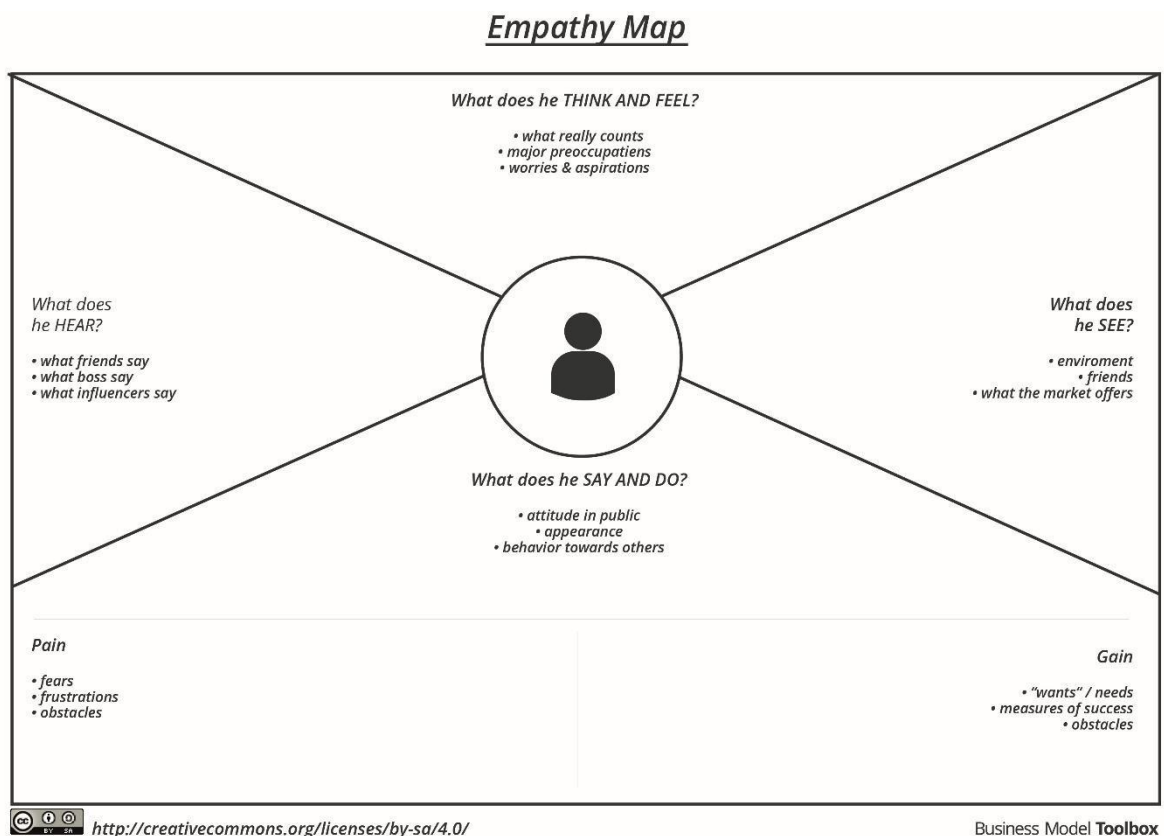
#### Empathy Map Canvas:

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>

Competitive Analysis of Leading Travel Aggregators

