Ideation Phase

Empathize &Discover

Empathy Map Canvas:

In the idea phase, we have empathized as our client

Indian airlines and we have acquired the details, which are represented in the empathy map given

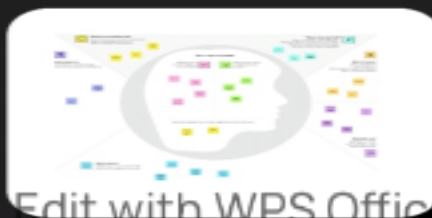| Date	14 March 2023
Team ID	NM2023TMID19165
Project Name	Optimizing Flight Booking Decisions through Machine Learning Price Predictions
Maximum Mark	5 Marks

below.

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 and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

XPLANE®

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Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →

Edit with WPS Office

Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

we must understand the client

we must ensure their process have solution

we need to understand the client situation

GOAL

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

Make preprocessed software for before testing

collecting previous year data for project

Insfagram/ facebook post

Tv commercials

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What do they say?

who impacts her thinking?

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

What are her frustrations with a product or a process?

desappoint result from the research and

What does she hope to achieve?

Is she driven by the end goal for the journey?

What does success look like?

What gets in the way of her goals?

What other thoughts and feelings might influence their behavior?

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?
What have we heard them say?
What can we imagine them saying?

I was expecting something different

I want something relatable

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

it is possible to do this way?

it will work if you are think?

Search more&check the website

Make small decisions

List the benefits and limits