# Ideation Phase Empathize & Discover

Date	31 January 2025
Team ID	
Project Name	
Maximum Marks	4 Marks

## **Empathy Map:**

#### 1. Customer

#### • Thinks & Feels:

- Excited about the trip
- Overwhelmed by choices
- Concerned about payment security

## Says & Does:

- Searches for flights on multiple websites
- Compares prices
- Seeks confirmation

## 2. Airline/Travel Agent

## • Thinks & Feels:

- o Responsible for smooth operations
- o Frustrated with outdated systems
- Satisfaction in successful bookings

#### Says & Does:

- Manages flight schedules
- Communicates with customers
- Processes payments

#### 3. Administrator

## • Thinks & Feels:

- Responsible for system reliability
- Overwhelmed by data
- Concerned about security

## Says & Does:

- Manages user accounts
- Monitors system health
- o Implements security measures

## 4. Insights

### • Pains:

- Complex booking process
- Outdated systems

Security vulnerabilities

#### Gains:

- o Efficient management of bookings
- Customer satisfaction
- Improved system performance

## Customer Airline/Travel Agent . Thinks & Feels: Responsible for . Thinks & Feels: Excited about the trip, overwhelmed by choices, smooth operations, frustrated with concerned about payment security. outdated systems, satisfaction in Says & Does: Searches for flights successful bookings. on multiple websites, compares • Says & Does: Manages flight prices, seeks confirmation. schedules, communicates with customers, processes payments. **Administrator** Insights Thinks & Feels: Responsible for • Pains: Complex booking process, system reliability, overwhelmed by outdated systems, security data, concerned about security. vulnerabilities. · Says & Does: Manages user · Gains: Efficient management of accounts, monitors system health, bookings, customer satisfaction, implements security measures. improved system performance.