

## 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:**

- Responsible for smooth operations
- Frustrated with outdated systems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
- Implements security measures

##### 4. Insights

- **Pains:**

- Complex booking process
- Outdated systems

- Security vulnerabilities
- **Gains:**
  - Efficient management of bookings
  - Customer satisfaction
  - Improved system performance

