**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  + Frustrated with outdated systems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  + Outdated systems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

