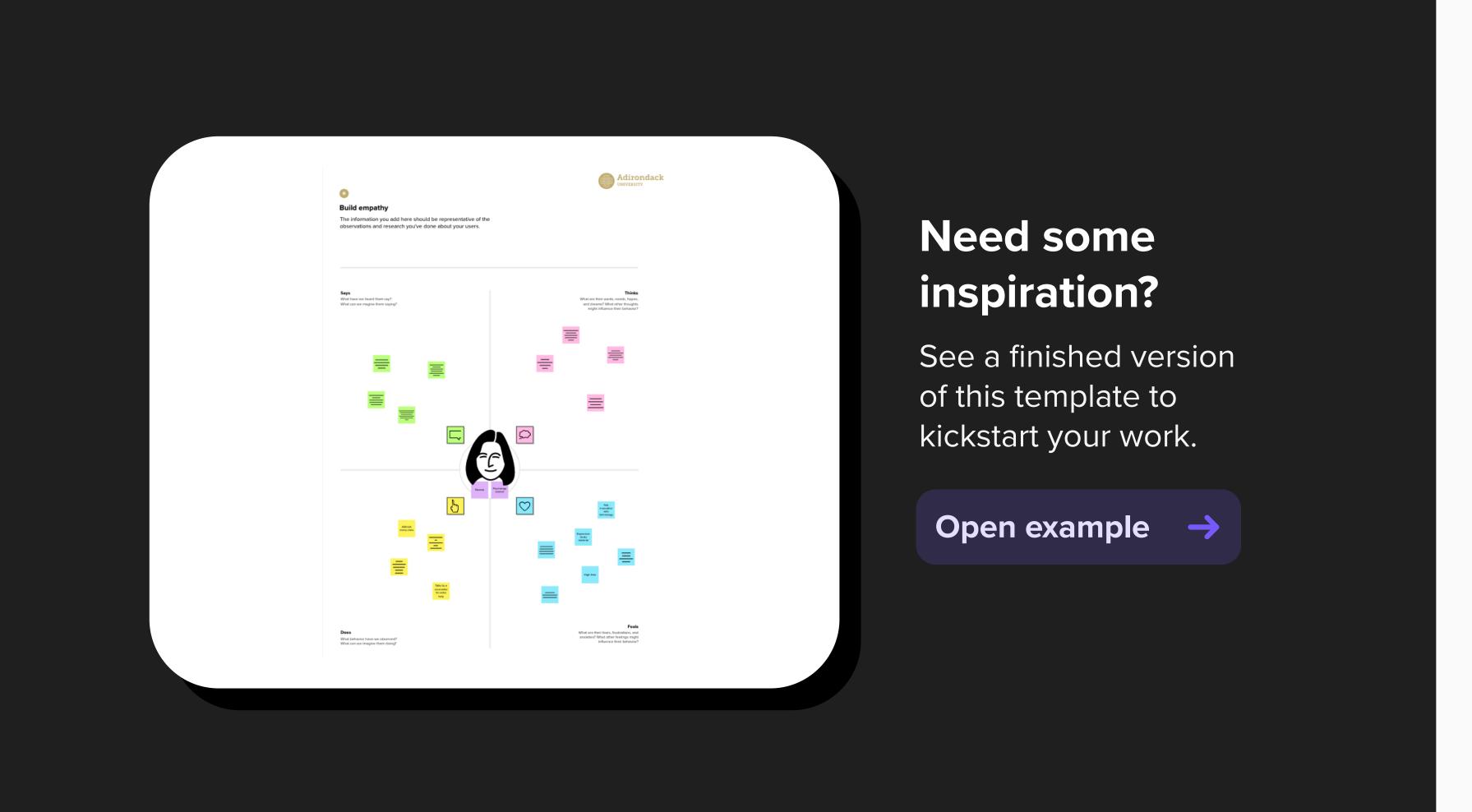


## Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.







## **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

## Says

Does

What behavior have we observed?

What can we imagine them doing?

What have we heard them say?
What can we magine them saying?

People who work
frequently travel
through flight will
have better
knowledge on best
discount and right
time to buy the ticket.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

For the business purpose many airline companies change prices according to the seasons or time duration.

Optimizing Flight
Booking Decisions
through Machine
Learning Price
Predictions

They will increase the price when people travel more. Estimating the highest prices of the airlines data for the route is collected with features such as Duration, Source, Destination, Arrival and Departure

Features are taken from chosen dataset and in the price wherein the airline price ticket costs vary overtime. we have implemented flight price prediction for users by using KNN, decision tree and random forest algorithms. Random Forest shows the best accuracy of 80% for predicting the flight price. also, we have done correlation tests and metrics for the statistical analysis

## Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

