

## Ideation Phase

### Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID46399
Project Name	Flight Finder
Maximum Marks	4 Marks

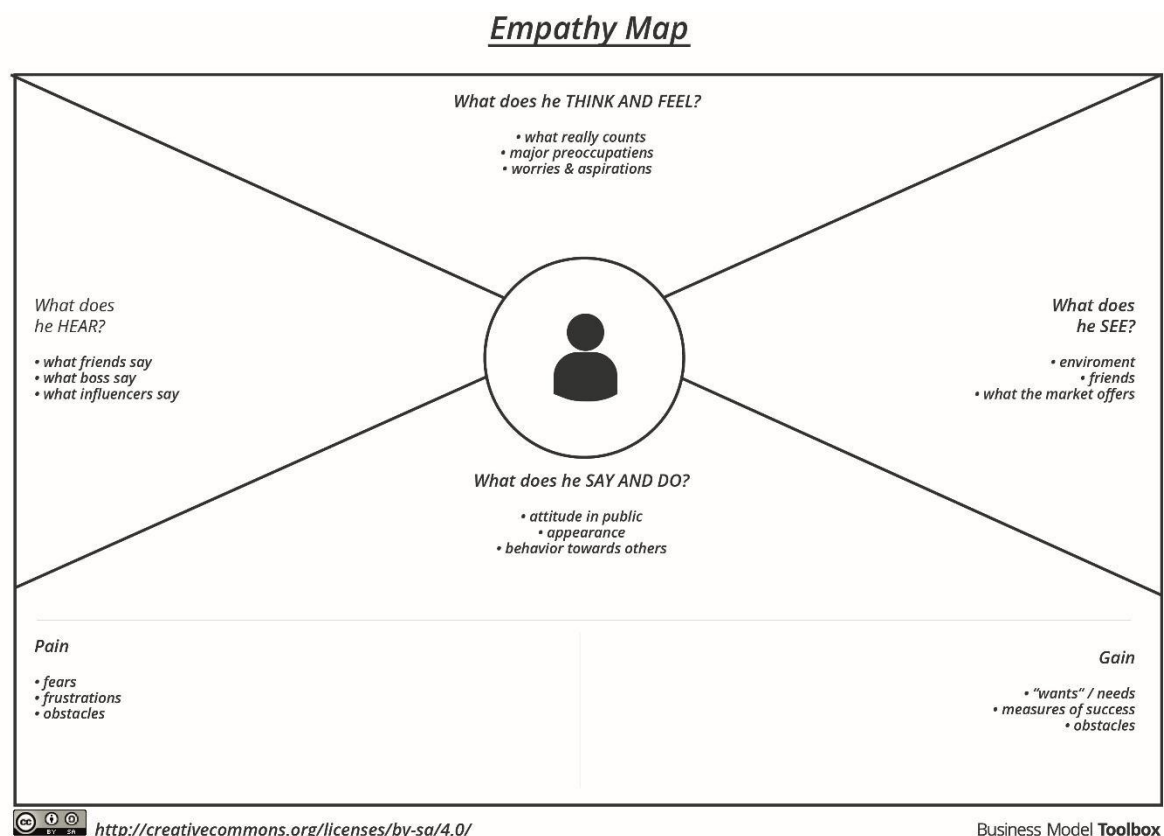
#### Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

#### Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

## Example: Flight Finder App

### User: Traveler

SAYS	I want to find flights quickly and easily. I need to filter flights by timing, airline, and price. I want to select a specific seat.
THINKS	Will I get the best price available? Is this flight reliable and comfortable? Is the payment process secure?
DOES	Searches and filters flights. Selects class and seat preference. Proceeds to payment and checks booking confirmation.
FEELS	Excited about travel. Frustrated when options are unclear or slow. Relieved after secure and fast booking.

### User: Admin

SAYS	I need to manage flight listings efficiently. I want to track bookings and monitor trends.
THINKS	How do I keep data accurate and updated? How can I handle cancellations or changes smoothly?
DOES	Updates flight data and schedules. Monitors booking activity via dashboard. Responds to user feedback and issues.
FEELS	Responsible for smooth operations. Stressed by unexpected booking issues.