

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.



What can we magine them saying?

What have we heard them say?

Dadgal booking is costlier than ordinary

The number using flights is increased

early predication of

the demand along a

given root to help an

airline commpany pre

plan the flights and

determin appropirate

pricing for the root

consumer search as

on meta chanals,

understanding

capacity data

published by

aviation bodies

people who work frequently travel through flight will have better knowlege on best discounts

another way to

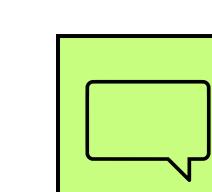
save money is

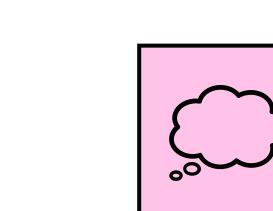
by having

flexible travel

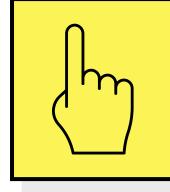
plans

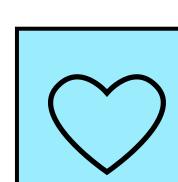
of people





SafaraBeevi Sangavi Sarusri Rajeshwari





to avoid rush book tickets in weekdays

I feel it is useful to book tickrts at low cost

Feels

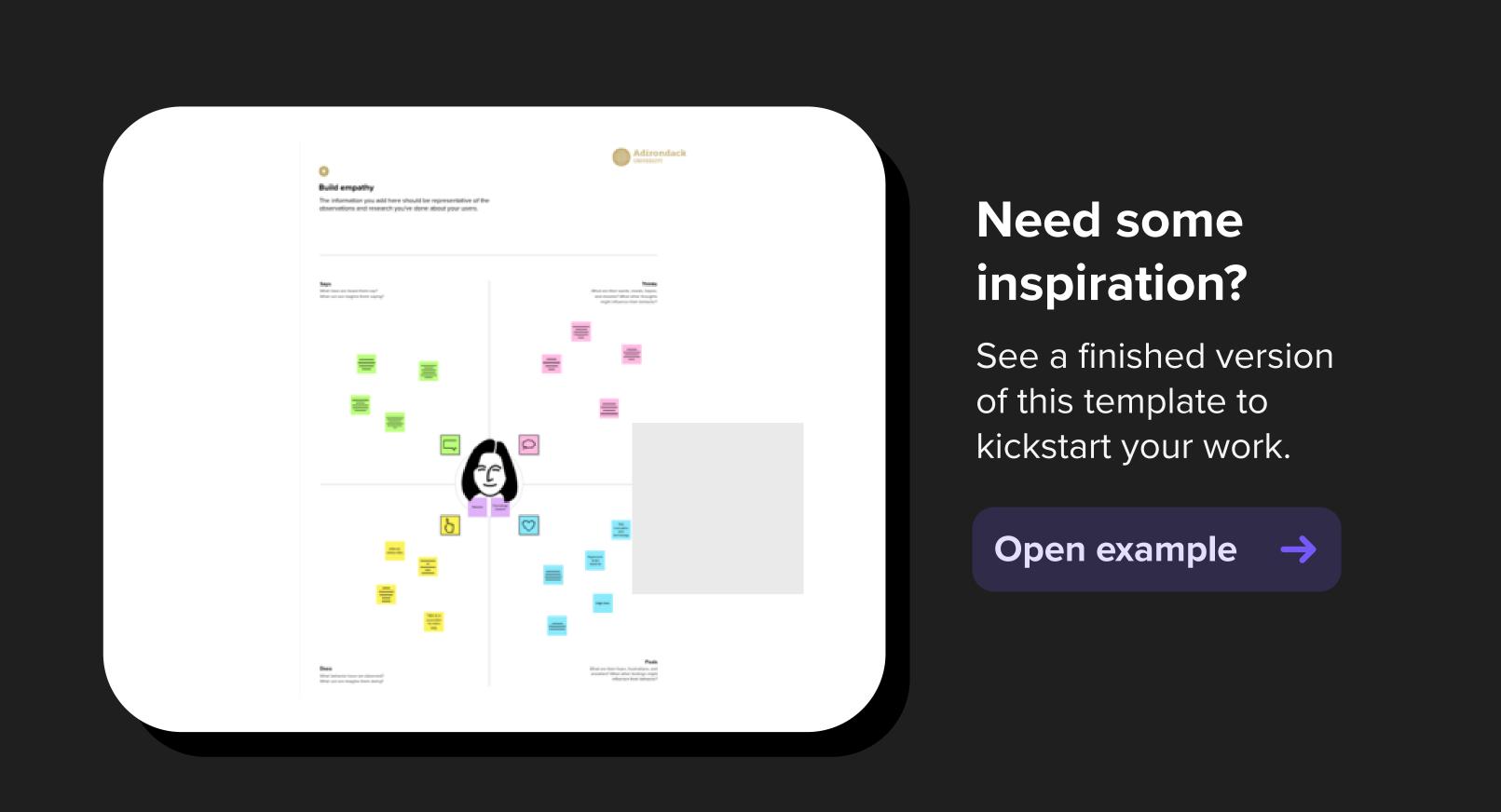
What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?

It is very hard to guess

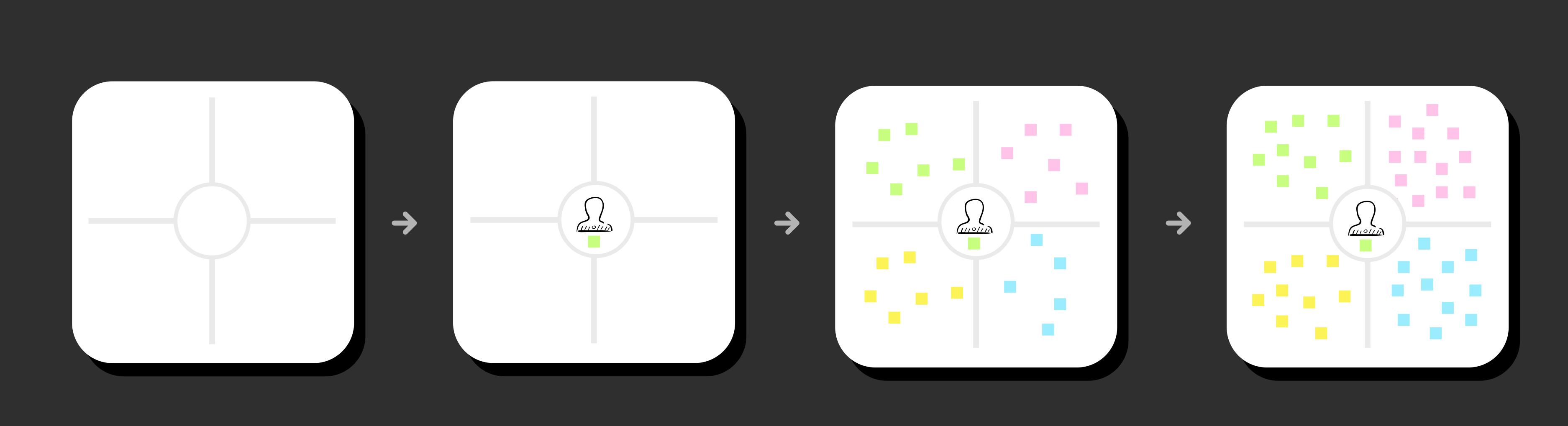
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Does

What behavior have we observed? What can we imagine them doing?





Thinks

think about the

time of

departure on

the day you

book your flight

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

In airline industry pricing is often compared to abrain game between carriers and passengers where each party pursues

the best rates

Carriers on their side side tries optimal price ,they should get maximize revenues while remaining competitive

There is a need to develope a model for consumers from where they predicts the price