

## **Ideation Phase**

### **Empathize & Discover**

Date	31 January 2025
Team ID	LTVIP2026TMIDS81651
Project Name	Explore with AI: Custom Itineraries for Your Next Journey
Maximum Marks	4 Marks

#### **Empathy Map – TravelGuideAI**

The empathy map for TravelGuideAI was created to understand travelers' behaviors, needs, and emotions during trip planning. The team analyzed how users search for travel information, what they expect from a planning tool, and what challenges they commonly face.

Travelers often want a smooth and enjoyable trip, but planning requires time, research, and decision-making. By mapping what users think, feel, say, and do, the team gained insights into their real needs and frustrations.

This empathy exercise helped the team view the problem from the traveler's perspective. It guided the design of TravelGuideAI to ensure the solution is user-friendly, time-saving, and personalized.

Understanding the user deeply allows TravelGuideAI to deliver meaningful and practical travel itineraries.

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

#### **Empathy Map – TravelGuideAI**

## EMPATHY MAP – TRAVELGUIDEAI

