Ideation Phase
Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID52738
Project Name	Flight-Booking
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures insights about a flight traveler's behaviors, thoughts, and emotions during the booking experience. It helps design teams better understand the needs, frustrations, and motivations of users searching for flights. In the case of a flight-booking app, this tool is valuable for identifying what travelers truly care about—such as affordable pricing, smooth booking flows, and reliable information. Creating the map encourages teams to look at the booking process through the traveler's eyes, uncovering pain points and expectations. This user-centered perspective is key to building an intuitive, trustworthy, and stress-free flight booking experience.

Example: Flight-Booking Application