

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.

Share template feedback





Build empathy

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

Says

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

Thinks

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

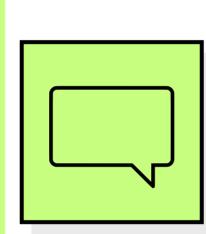
With the help of our project the travelers can find out the right time to buy their tickets at the lowest cost

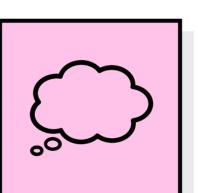
passengers are
trying to understand
how these airline
companies make
decisions over time
about tickets

We might have often heard travelers saying that flight prices are so unpredictable

By reserving a ticket at the lowest cost, explorer can set aside money

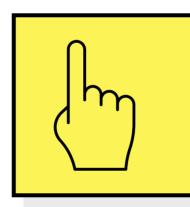
try to book the ticket
well in advance of
the departure date
to prevent airfare
hikes as the date
gets closer





The customer is looking for the minimum cost

A.Abitha and Team members



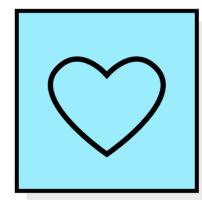
People who have travelled by flight are also aware of the variations in costs

It is difficult for a customer to receive a low cost airline ticket

Flight ticket prices can be something hard to guess,today we might see a price,check out the price of the same flight tomorrow,it will be a different story

Does

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



Their fear is to falling in discount traps which are made by the company where actually they spend more money

Their frustration is to spend more money in ticket booking more than usual cost

Their anxieties is not to buy tickets on more money

Feels

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

