**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 11 june 2025 |
| Team ID | LTVIP2025TMID30989 |
| Project Name | Airlines Management System |
| 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 helps 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: Airlines Management System**

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| Says | “I want a simple way to book flights.” “I need to know if my flight is delayed or on time.” “I hate long check-in lines and manual baggage process.” |
| Thinks | “Will I get the seat I prefer?” “Is my booking confirmed?” “Will I be notified if there is a schedule change?” |
| Does | Books tickets online or via mobile Checks flight status frequently Goes through check-in and baggage drop |
| Feels | Worried about last-minute delays Anxious about baggage loss Frustrated with poor communication from airlines |

