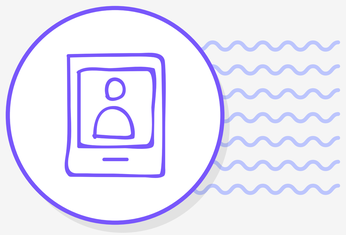
Template



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?

Going along with the study, the charge of travelling through a plane change now and then which also includes the day and night time.

Additionally, it changes with special times of the year or celebration seasons.

. There are a few unique elements upon which the cost of air transport depends.

Subsequently, at that point, utilizing this data, construct a framework that can help purchasers when to purchase a ticket.

Thinks

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

A person who already has reserved a ticket for a flight realizes how powerfully the price of the ticket switches

Airline utilizes progressed techniques considered Revenue Management to accomplish a characteristic esteeming technique

The buyer might wrap up paying more than they should for a comparable seat.

The buyer might wrap up paying more than they should for a comparable seat.

Give them a name and a portrait to empathize with your persona.

to concentrate on every component that impacts the variations in the costs of this means of transport

created by applying machine learning algorithms to the collected historical data of flights

The *airline implements dynamic pricing for the flight ticket.*

Different *models figure out future business price on plane and categorise the best time* to obtain flight ticket.

The assortment of data is the very first step in machine learning projects.

There are various sources of data available on numerous websites that are deployed to construct the models.

It consists of various factors which affect the price of a flight ticket including the price for a particular flight.

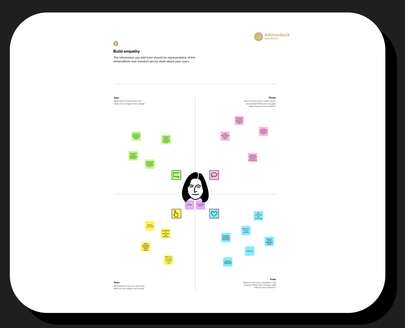
Cleaning and preparing data are a very important step in machine learning.

Does

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

Feels

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



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →