

Ideation Phase

Empathize & Discover

Date	16 February 2026
Team ID	LTVIP2026TMIDS82733
Project Name	Explore with AI custom Itineraries for your next journey
Maximum Marks	4 Marks

Empathy Map Canvas:

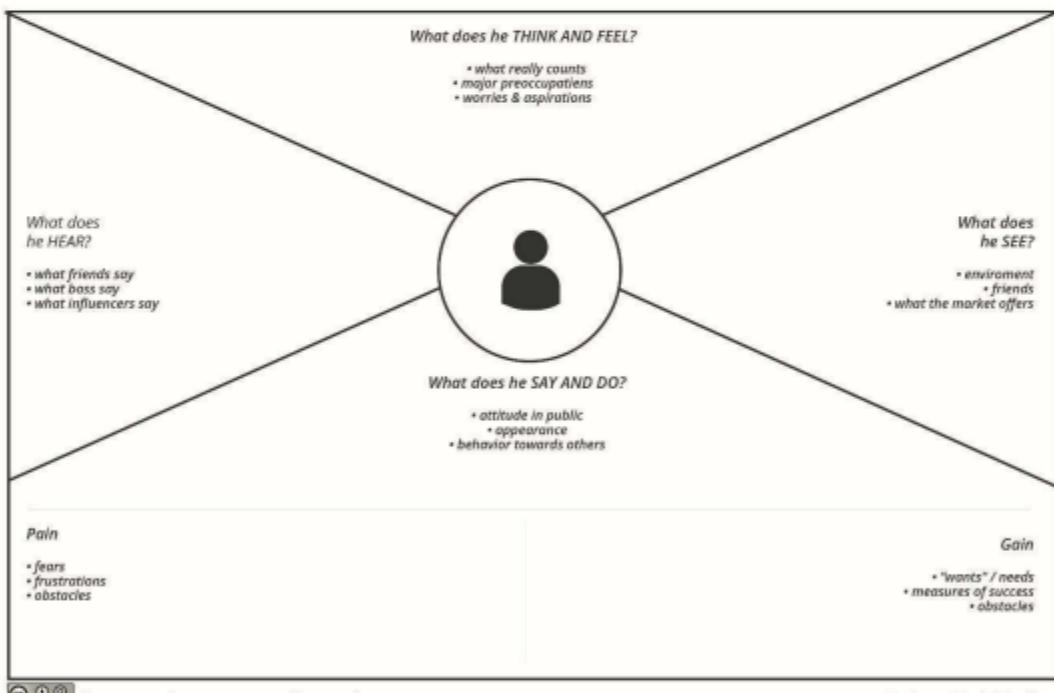
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help 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:

Empathy Map



Example: Flowchart Map

Identification Phase – Flowchart Map

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Start



Identify Travel Planning Problem



EMPATHIZE PHASE



Collect User Data

(Surveys, Interviews, Online Reviews)



Analyze User Needs

(Time, Budget, Interests)



Identify Pain Points

(Confusion, Time-consuming, No Personalization)



DISCOVER PHASE



Define Core Problem

(Generic & Manual Travel Planning)



Root Cause Analysis

(Multiple Websites, No AI Personalization)



Identify Opportunity

(AI-Based Custom Itinerary Generator)



Proposed Solution

"Explore with AI" System



End