Ideation Phase

Empathize & Discover

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Team ID	NM2023TMID08929
Project Name	A personalized Travel planning and Tracking
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Maximum marks	5 Marks

Process occurring in the pre-trip stage, where people make decisions and take care of all the arrangements necessary to travel and participate in tourism, including searching for information about tourism services. Planning a trip in advance gives everyone time to thoughtfully consider where they'd like to go and what they'd like to experience, as well as what their ideal time frame is for traveling

A travel plan will usually include any travel issues which need to be addressed, details of how people travel to the site, an action plan, a specific car reduction target and details of how the travel plan will be monitored and reported on. Generally, travel plans focus on the journey to work.

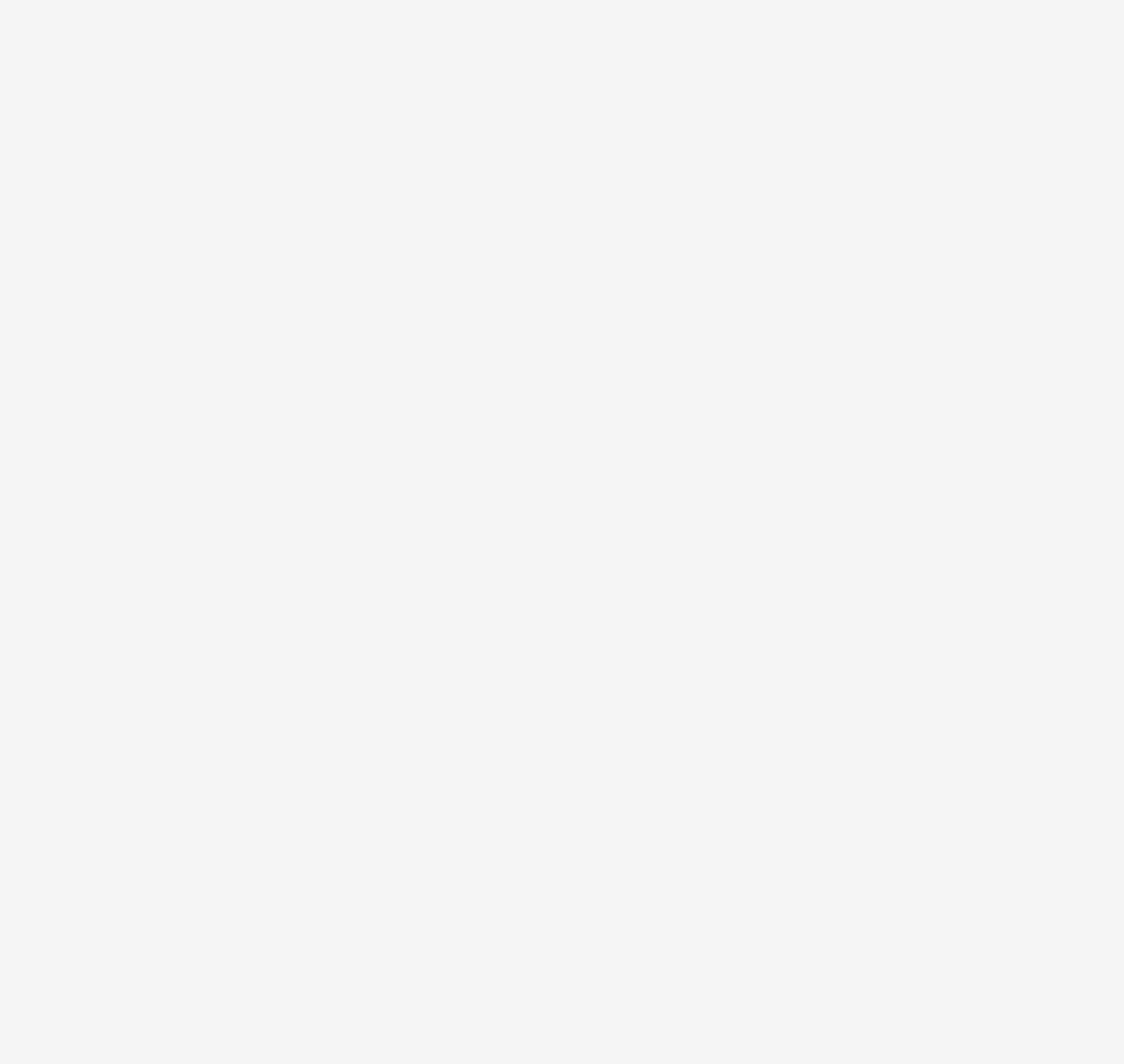
There are three main reasons for travel. These are:

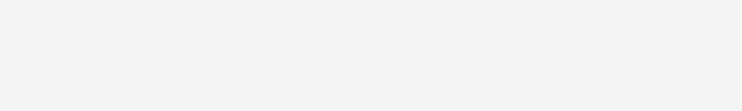
- Leisure tourism o Visiting friends and relatives
- Business tourism Most tourist trips can be placed into one of these groups.
- Many leisure tourism trips are taken where the main purpose is relaxation, rest and enjoyment.



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.





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A Personalized Travel Planning And Tracking

Personalization in travel and experence sector is combined use of technology and traveler and tourist information to tailor electronic commerce interactions between service providers and each individual traveler or tourist

