

# 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.



## **Build empathy**

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

Airline price

ticket costs

vary

overtime.

#### Says

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

> Travel through flight wil have better knowledge

Airline change or time

price according to the seasons

Business requirement.

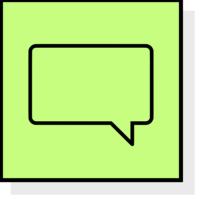
In a board sense a CRS is a key technology of travel.

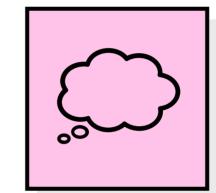
#### **Thinks**

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

> Travel or group travelers and their itinerary.

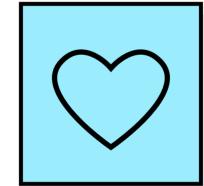
US and Canada flight and once per day for internation flight.





OPTIMIZING FLIGHT **BOOKING DECISIONS** THROUGHT MACHINE LEARNING PRICE PRICE PREDICTIOMS





In a board sense a CRS is a key technology of travel.

Baggage handling and reclaim.

(GDS) in three main about thr Amadeus, Sabre, Travelport.

Manger to contro Inreservations across all distribution platforms.

### **Feels**

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

Inventory Control System. Department Contorl System. Revenu management.

New

Distribution

capability in

air travel.

#### **Does**

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

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