

Ideation Phase

Empathize & Discover

Date	26 June 2025
Team id	LTVIP2025TMID20321
Project Name	Flight Finder
Maximum Marks	2 Marks

Empathy Map: SB Flights – Traveler User

Think and Feel?

Will I find a flight that my timing and budget?

Friends or family saying, "Check carefully before booking online"

Hear?

Friends or family saying, "Check carefully before booking online"

See?

Numerous flight listings across multiple platforms

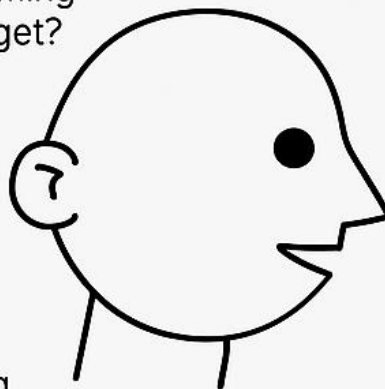
Inconsistent or missing details like pricing, baggage in, seat availability

Say

"I just need something quick and affordable"

Says:

Applies filters like "lowest price" or "non-stop" and checks review



Pain

Lack of clear comparison between flights

Overwhelming number of options and confusing booking processes

No confidence in refund or cancellation clarity

Gain

- Real-time, accurate flight data and booking confirmation

- Transparent pricing and filters to narrow down easily

- Smooth, stress-free booking with a single click

