Ideation Phase Empathize & Discover

Date	20 June 2025
Team ID	LTVIP2025TMID31510
Project Name	Airlines Management System
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 helps 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: Airlines Management System

Think & Feel

- · Are flight statuses updated on time?
- It's tedious to adjust bookings manually
- I need a better way to track crew avaibility
- Can the system handle schedule disruptions?

See

- Outdated interface with unclear navigation
- Frequent system slowdowns
- · Difficulties in accessing reports

Say & Do

- Gafe assignments aren't coming through.
- Rebooking passengers is time-consuming.
- · We missed another crew change deadline.
- · I'm jotting down updates by hand

Pain

- Delayed flight informáton
- · Manual booking adjustments

Gain

Timely flight status updates

Efficient booking and rebooking
Improved crew availability tracking

Custom schedule disruption alerts

Gain

- Timely flight status updates
- · Efficient booking and rebooking

Reference: https://www.mural.co/templates/empathy-map-canvas