

Ideation Phase

Empathize & Discover

Date	15 March 2023
Team ID	NM2023TMID21262
Project Name	Optimizing Flight Booking Decisions
Maximum Marks	5 Marks

Empathy Map Canvas:

In the ideation phase, we have empathized as our client Indian airlines and we have acquired the details, which are represented in the empathy map given below.

