**Ideation Phase**

**Empathize & Discover**

|  |  |
| --- | --- |
| Date | 25 June 2025 |
| Team ID | LTVIP2025TMID43826 |
| Project Name | FlightFinder |
| 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 help 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:**

Diagram

Description automatically generated

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

**Example: FlightFinder**

🧠 ***User: Customer***

|  |  |  |  |
| --- | --- | --- | --- |
| SAYS | THINKS | DOES | FEELS |
| I just want to register my flight booking easily. | Will they really respond? | Tries to submit a form, checks for updates | Frustrated, doubtful |
| I don’t know if my flight booking was seen. | Why don’t they give updates? | Emails/calls support again | Ignored, anxious |
| I want someone to talk to. | This might be a waste of time. | Waits for response | Angry, helpless |

## 🧠 ***User: Agent***

|  |  |  |  |
| --- | --- | --- | --- |
| SAYS | THINKS | DOES | FEELS |
| I have too many flight bookings to handle. | How do I prioritize these? | Checks dashboard, updates statuses | Overloaded |
| I need a better way to chat with users. | Support is not well structured. | Responds via limited tools | Stressed, tired |

## ***🧠 User: Admin***

|  |  |  |  |
| --- | --- | --- | --- |
| SAYS | THINKS | DOES | FEELS |
| I want to track all flight bookings. | Which agent should I assign this to? | Monitors dashboard, assigns tickets | Pressured |
| There should be auto-assignment. | This isn’t efficient. | Tries to balance workload | Responsible, but stuck |

