

AN EMPATHY MAP FOR OPTIMIZING FLIGHT BOOKING DECISIONS

Here's an empathy map for someone who wants to predict flight prices



Says

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

Thinks

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



Does

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

Feels

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