

Ideation Phase

Empathize & Discover

Date	30 Oct 2023
Team ID	NM2023TMID06522
Project Name	Project – competitive analysis of leading travel aggregators
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.

Empathy Map for competitive analysis of leading travel aggregators



