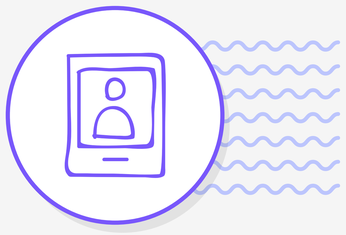
Template



Empathy map

Optimizing Flight Booking Decisions through Machine Learning Price Predictions...

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Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

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

"I wish I knew when the best time to book this flight was."

"I want to find the best deal possible."

"I don't want to overspend on a flight."

"I'm considering waiting a bit longer to see if the price drops."

Thinks

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

"I need to find the best deal possible."

"I wish I knew what the price trend was for this flight."

"I don't want to regret my decision later on."

"Maybe I should wait a bit longer to see if the price drops."

Optimizing Flight Booking Decisions through Machine Learning Price Predictions

Does

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

Searches for flights on multiple websites and compares prices.

Checks the flight prices regularly to keep track of any changes.

May wait to make a booking decision until closer to the travel date

Considers factors such as flight times, layovers, and airline reputation in addition to price.

Feels

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

Frustrated with the unpredictable nature of flight prices.

Anxious about making the wrong decision and overspending on a flight.

Hopeful that machine learning price predictions can help them make a more informed decision.

Need some inspiration?

See a finished version of this template to kickstart your work.

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