Ideation Phase Empathize & Discover

Date	27 th OCTOBER 2023
Team ID	592865
Project Name	
	Airline Review Classification using Machine
	Learning
Maximum Marks	4 Marks

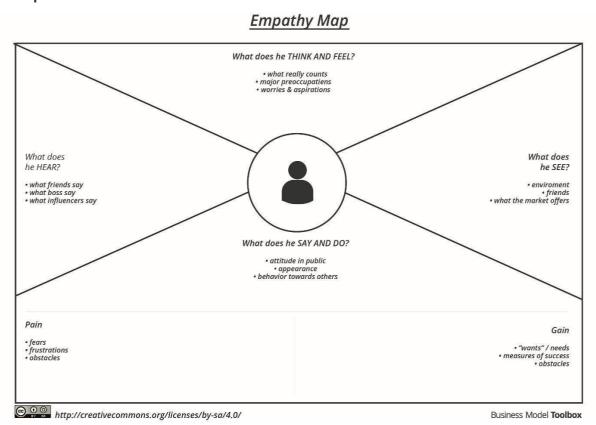
Empathy Map Canvas:

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 helps 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:





Empathy map canvas

is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy

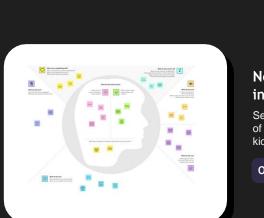
Originally created by Dave Gray at



Use this framework to empathize with a customer, user, or any person who for the people you serve.







Need some inspiration? See a finished version of this template to kickstart your work. Open example ->



Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?



What do they HEAR? Type your paragraph...

My friend had a great experience flying wlast week. Their flight was on time, the staff was friendly and helpful, and the plane was clean and comfortable

consistently one of the best airlines to fly with. Their customer service is excellent, their flights are usually on time, and their prices are very reasonable

Their flight was delayed for hours, the staff was rude and unhelpful, and the plane was dirty and uncomfortable

> heir flights are often delayed, their customer service is terrible, and their planes are dirty and uncomfortable

> > What do they DO?

the airline passenger, and their satisfaction is the key focus of your research and analysis.

he passengers' role in this situation is essential because

overall experience directly impact the

their satisfaction and success of the airline

> Long lines at check-in and security

Flight delays and cancellations

PAINS

Lost or damaged baggage

What are their fears,

frustrations, and anxieties?

Rude or unhelpful airline staff

it's important to

empathize with the

diverse experiences

they encounter

throughout their

journey

Poor food and beverage service

helpful airline staff

Friendly and

GOAL

What do they THINK and FEEL?

GAINS

Arriving at their

destination on

time and safely

What are their wants,

needs, hopes, and dreams?

A comfortable

and enjoyable

flight

experience

A good

value for

their money

Passengers can also check out travel blogs and websites to read

about the

experiences of

other passengers

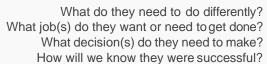
What other thoughts and feelings might influence their behavior?

One important component influencing airline passenge behavior is price. Generally speaking, travelers are searching for the best airfare. They might, however also be prepared to pay extra for a specific airline or level of service.

When it comes to flying, various passengers have varied preferences. While some travelers are more adaptable, others favor flying with a specific airline. Some travelers have preferences for specific service classes.

friends and airline

What do they need to DO?



Passengers can

give feedback

directly to airlines

through surveys,

customer service

representatives, or

social media

by taking the feedback of each passenger we can get to know that whether they are successful or not and we can get to what we have to improve for a passenger

witness the flight arrival and departure timings

on the plane they can see Clean and comfortable seats Friendly and attentive flight attendants

how we are maintaining our airline services



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

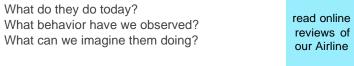


What do they SAY?

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

> Express the solution how we need to make a passenger more satisfied

> > Airline passengers say a variety of things about their experiences



Talk to their family share the experience and feedback of our



