

**Ideation Phase**  
**Empathize & Discover**

Date	27-11-2025
Name	m.sriram
Project Name	Flight Booking System
Maximum Marks	4 Marks

**Empathy Map Canvas:**

A platform designed to simplify the process of searching and booking flights for travellers. It aims to address user frustrations such as “confusing flight search,” “price fluctuations,” and “lengthy passenger entry.” By offering “smart filters,” “real-time flight availability,” and “easy passenger management,” the system reduces stress and gives travellers a smoother, more confident booking experience.

<b>Says</b> <ul style="list-style-type: none"><li>• I need the best flight for my date and budget.</li><li>• Why are the prices changing every time?</li><li>• The search results are confusing.</li><li>• It takes too long to fill all passenger details.</li></ul>	<b>Thinks</b> <ul style="list-style-type: none"><li>• Am I getting the best deal or missing a cheaper flight</li><li>• Is this flight available or already full?</li><li>• Will the booking get confirmed without errors?</li><li>• I hope my seats and timings are correct.</li></ul>
<b>Does</b> <ul style="list-style-type: none"><li>• Compares flights across multiple websites.</li><li>• Applies filters like price, airline, and timings</li><li>• Re-enters passenger details repeatedly</li><li>• Checks confirmation emails and ticket status</li></ul>	<b>Feels</b> <ul style="list-style-type: none"><li>• Confused by too many flight options and inconsistent data.</li><li>• Stressed due to long forms and unpredictable prices.</li><li>• Worried about booking errors or wrong flight selection.</li></ul>
<b>Pains</b> <ul style="list-style-type: none"><li>• Confusing flight search</li><li>• Price fluctuations</li><li>• Lengthy passenger entry</li></ul>	<b>Gains</b> <ul style="list-style-type: none"><li>• Smart filters</li><li>• Real-time flight availability</li><li>• Easy passenger management</li></ul>

