

## Ideation Phase

### Empathize & Discover

Date	29-April-2023
Team ID	NM2023TMID06600
Project Name	identifying airline passenger satisfaction using machine learning(Applied data science)
Maximum Marks	4 Marks

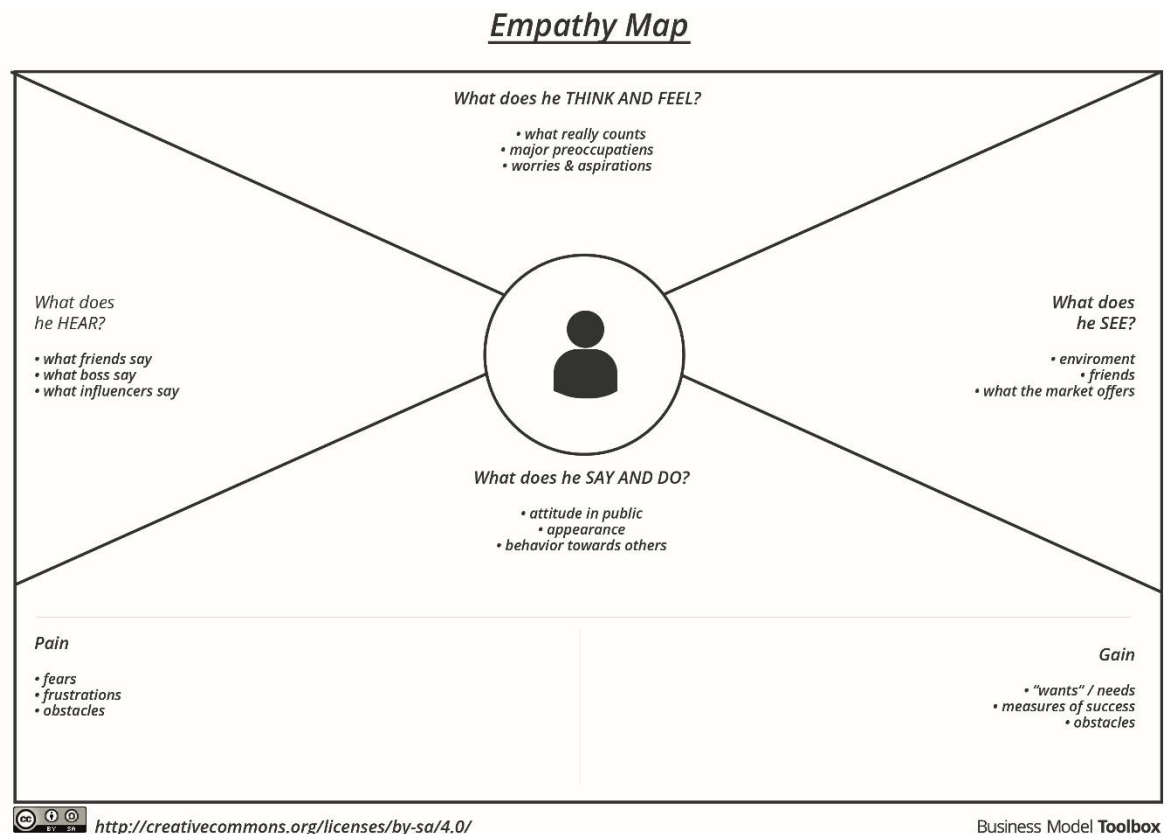
#### Empathy Map Canvas:

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.

#### Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

## Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

### 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 imagine them saying?

- Excitement of passenger!
- Does right, consider a goal
- Check right, strong
- Don't like of time
- Where is seat for me
- Is it good time to board
- Import something adventure
- What's a best
- With other on meeting
- It's our way better
- Depression and stress from work more convenient
- Which is a best
- Which is a best

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

**Does**

**SAYS**

- Environment
- Feedback
- Which right is to prefer
- Where should I stand
- Good experience of journey

**FEELS**

- Excitement
- Anxiety
- Loneliness
- Dislike
- Good
- Excitement
- Loneliness
- Dislike
- Good

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

**Share template feedback**



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