

Ideation Phase

Empathize & Discover

Date	6 May 2023
Team ID	NM2023TMID02778
Project Name	Project – Identifying airline passenger satisfaction 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 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.

Advantages of Empathy map

An empathy map helps to map what a design team knows about the potential audience. This tool helps to understand the reason behind some actions a user takes deeply. This tool helps build Empathy towards users and helps design teams shift focus from the product to the users who are going to use the **product**

Role of Empathy map in learning

An empathy map helps to map what a design team knows about the potential audience. This tool helps to understand the reason behind some actions a user takes deeply. This tool helps build Empathy towards users and helps design teams shift focus from the product to the users who are going to use the product.

Empathy map – Real Time Communication Powered By AI for specially abled



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.

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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 imagine them saying?

Thinks

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

Traveller

Give them a name
a portrait to empathize
with your persona.

I need a
Tourism
guide during
travelling

I want to
promote
business
online

I don't want a
Unifluent
application that
is showing the
much result

I don't have
lot of time
do it for of
research

don't trust
certain
tourism guide
online without
verification

Values cost
and time
efficiency
worth to visit

Wants is and
convince of
planning trip

It mostly rely
only without
other traveller
review and
feedback

translate the not
understandable
languages



searching
feedback and
comments of
travellers from
lot of websites

Ask friends
who shared to
the place or
staying on the
social media

Headache

Cannot get
the very
accurate
the result

Does

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

Feels

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



Need some inspiration?

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

[Open example](#)

