

Discovery Phase Interview Results 2

Interviewee Name: Fahad Islam

Occupation: Software Engineer at Prudential Bank

Relation: Brother-in-law

Context (Flight background information):

Fahad travels 3–4 times a year internationally to countries like Bangladesh, the U.K., and the UAE for family visits or short vacations. He typically books flights in advance and mainly flies economy.

1. Introduction

I introduced the concept of our Flight Delay Predictor App, which provides passengers early insights about potential flight delays based on weather data and live airport conditions. The goal was to understand Fahad's travel habits and frustrations with flight delays to see whether this tool would be useful to him.

2. What is your Flight Frequency?

He mentioned he travels about 3–4 times per year, all international, usually long-haul trips that involve connecting flights.

3. What are your gripes about flying?

He said the most frustrating part is when international flights get delayed after he's already cleared security and is sitting at the gate. He dislikes lack of communication from airlines, not knowing the exact cause or how long the delay will last.

4. Where do you get your information?

He mainly relies on airline apps or airport screens for updates. He said those updates often appear late or are inconsistent between connecting airports.

5. Have you heard of the Flighty app before?

He said he has not heard of Flighty, but he thinks apps that track flights sound useful if they give accurate delay predictions ahead of time.

6. Is this Flight Delay Prediction App a good concept where you would definitely use it? If so, how much would you pay for it and would you 100% recommend it to someone?

Fahad said he would use it if it works accurately, especially since he takes long international flights that can be affected by weather. He would pay a few dollars per month or a small yearly fee if the app gave reliable, timely alerts. He said he would recommend it to others who travel internationally.

7. What do you think is the target audience for this app if not you?

He said people who travel internationally or on connecting flights would benefit most, since delays can cause major schedule changes.

8. Takeaways:

- Wants notifications like “Heavy rain at JFK” or “High winds at Heathrow” before leaving home.
- Wants the reason for delay shown clearly, not just “operational delay.”
- Prefers the app to be simple, not cluttered with flight stats he doesn’t care about.
- Thinks the app would be most useful for long-haul travelers and families who need early heads-up for airport timing.