

Discovery Phase Interview Results 3

Interviewee Name: Abidul Haque

Occupation: Senior Finance Analyst at IPG

Relation: Cousin

Context (Flight background information):

Abidul travels 5–6 times per year, both internationally and domestically, but mostly for personal reasons such as vacations and visiting friends. He's a casual traveler but flies enough to notice patterns in delays.

1. Introduction

I introduced the same concept of our Flight Delay Predictor App and explained that it predicts flight delays based on weather and airport congestion. The goal was to get his opinions on whether this is something that would actually help him as a frequent personal traveler.

2. What is your Flight Frequency?

He said he flies every 2–3 months, both locally and internationally. Most recent trips include California, Texas, and Bangladesh.

3. What are your gripes about flying?

He said his biggest frustration is not knowing when to actually leave for the airport when there's bad weather. Sometimes he arrives too early and ends up waiting hours because the flight gets delayed after boarding time.

4. Where do you get your information?

He checks Google Flights and airline apps, but said delay alerts come too late.

5. Have you heard of the Flighty app before?

He said he has heard about Flighty from social media but never used it. He thinks it looks cool but doesn't want to pay \$60/year for something he'll only use a few times a year.

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?

He said he likes the idea a lot, especially if it sends weather-based alerts like "heavy wind at departure airport." He would pay a small one-time fee (around \$5–10) but prefers a free version with basic alerts. He said he would recommend it to anyone who flies during winter or storm season.

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

He said this app would be great for casual travelers who don't fly often but want peace of mind before leaving for the airport, as well as for families or elderly travelers who need extra preparation time.

8. Takeaways:

- Wants alerts like "Heavy wind at JFK" or "Thunderstorms at DFW."
- Prefers simple push/email notifications, not an app he has to open.
- Would like an ETA adjustment feature showing new expected departure time.
- Thinks this could replace checking multiple airline sites if accuracy and timing are strong.