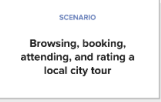













Project Design Phase-II

Customer Journey Maps

Date	15 October 2022
Team ID	PNT2022TMID08017
Project Name	Developing A Flight Delay Prediction Model Using Machine Learning
Maximum Marks	4 Marks

 SCENARIO Browsing, booking, attending, and rating a local city tour	 Entice How does someone initially become aware of this process?	 Enter What do people experience as they begin the process?	 Engage In the core moments in the process, what happens?	 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?
 Steps What does the person (or group) typically experience?	<div>customer would like to know if the flight is delayed or cancelled</div> <div>Approach Airlines for information</div> <div>look for a source that can give them relevant information</div> <div>customer can plan accordingly based on the results</div> <div>commonly customer contact the airlines for any delays that may occur</div> <div>source's that can provide information about delay time and reason for delay</div>	<div>Create account if they are new</div> <div>Sign up using social media accounts</div> <div>Update credentials</div> <div>Customer have to sign up for using the application</div> <div>Customer can sign up using their social media accounts</div> <div>customers should update their credentials to get better results</div>	<div>fill details about the flight</div> <div>Verify the details are correct</div> <div>Get notified if the flight get delayed or not</div> <div>Customer fill the details about the flight</div> <div>Check if the given flight details are correct</div> <div>Customers can know the predicted delay and the accuracy of the prediction</div>	<div>Rate the application</div> <div>Give Feedback</div> <div>Logout the account</div> <div>Rate the application with the usage</div> <div>Customer gives the feedback that help to improve application</div> <div>Customer logout of their account after completing the process</div>	<div>Profile Updation</div> <div>Recommendation</div> <div>customers profile help's us to keep track of their search</div> <div>Promot the user suggestions based on their history</div>
 Interactions What interactions do they have at each step along the way? ■ People: Who do they see or talk to? ■ Places: Where are they? ■ Things: What digital touchpoints or physical objects would they use?	<div>Asking co passengers</div> <div>Contact airline authorities</div> <div>Access help line</div> <div>Airport</div> <div>New ATC information board</div> <div>Mobile Phone/ Laptop</div>	<div>Application download</div> <div>Sign up interface</div> <div>Login interface</div>	<div>Form to fill in flight detail</div> <div>Confirmation button</div> <div>Notification about the delay</div>	<div>Feedback section</div> <div>Logout option</div> <div>Refresh option</div>	<div>Updated profile</div> <div>Better suggestions</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Get to know about un necessary delays</div> <div>How can I reach the destination at time</div> <div>Search for any alternate flights</div>	<div>To access the application</div> <div>Easy access to account</div> <div>Learn the application features</div>	<div>To chose their desired flight</div> <div>know about the delay time</div> <div>Plan accordingly if delay occurs</div>	<div>Satisfied with the result</div> <div>Easy process</div> <div>Exit the application</div>	<div>Track of past travels</div> <div>Estimate about possible delays</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>When actual delay is less than the expected delay</div> <div>Getting compensation for the delay</div> <div>Arranging for an alternative flight or provide refund</div>	<div>Receive notifications through registered media</div> <div>Visually guide work</div> <div>User friendly UI</div>	<div>Helps to make prior decision</div> <div>Reliable</div> <div>Can fill easily using drop down</div>	<div>Happy to get the prediction</div> <div>Motivated to use application again</div>	<div>Help's to find better airlines</div> <div>Can make alternate preparations</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Disappointed when an unexpected delay occurs</div> <div>Getting confused due to inconsistent information</div> <div>Feels waste of time due to waiting</div>	<div>Some users may find it unreliable</div> <div>Users may feel unsafe to share their information</div> <div>May feel like Time consuming</div>	<div>Takes time to fill details in person</div> <div>Doubt about the prediction accuracy</div> <div>Feels unsafe about the website</div>	<div>Might feel un necessary</div> <div>May get bored</div>	<div>Sometimes useless and irrelevant</div> <div>Feels privacy violation</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Implement a chatbot or helpline</div> <div>create awareness by exploring the possible delays</div> <div>create an application that can effectively predict the delay</div>	<div>Make sign up optional</div> <div>platform independent</div> <div>Safe and secure process</div>	<div>Collect wide range of samples for high accuracy</div> <div>Acquire minimal essential details</div> <div>Suggest the solutions that are commonly used</div>	<div>Improve using the feedback</div> <div>Advertise the application with good ratings</div> <div>Make the application more user friendly</div>	<div>Get useful recommendations</div> <div>Frequently update application</div>