Developing a flight delay prediction model using machine learning :

Empathy map

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

What do they
HEAR?
what friends say
what boss say
what influencers say

What do they
SEE?
environment
friends
what the market offers

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

Can I reach my destination on time?

Agitated

The flight may get cancelled

Should we raise a complaint

Will i get a refund?

Not advisable to travel now

Am I wasting too much time?

Anxious and worried

Airport security and staff

Crowd of people

Looking at flight information display

Why is it taking so long

Did you book the correct flight

Is the flight under maintenance

Using mobile phones

Wait till the flight arrive

Check for alternate flight

Weather condition

Asking co passengers

Doing any pending works

Checking time

Poor air-traffic maintenance

Frustrated

PAIN
fears
frustrations
obstacles

Family and friends get worried

Waste of time

Can't reach on time

Airline suffer loss

passenger with health complications get affected

Need to change plans

GAIN
"wants" / needs
measures of success
obstacles

Avoid holiday rush

prior information about the delay

contact the air service provider

Pre plan measures for delays

Track current status of flight

Arranging alternate flight