**Define CS, fit into CC**

### 1. CUSTOMER SEGMENT(S)  `CS`

- Normal flight users
- Business professionals having meetings
- People boarding a lay-over flight
- Logistics incharge at airport
Airport catering manager

### 6. CUSTOMER CONSTRAINTS  `CC`

- Refund/Partial Refund
- Not knowing the exact time of delay
- Unavailability of alternate flights or accommodation

### 5. AVAILABLE SOLUTIONS  `AS`

- May take alternate flights
- Ask for an alternate flight/schedule
- Wait for the delayed schedule
- Enjoy airline benefits
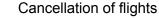- Report airline
- Cancel the flight
- Search for specific reasons for delay

**Explore AS, differentiat**

**Focus on J&P, tap into BE, understand RC**

### 2. JOBS-TO-BE-DONE / PROBLEMS  `J&P`

- To know if a flight is delayed
- To make alternate arrangements to reach the destination in case the flight is delayed
- To know other things that can be done when the flight is delayed

### 9. PROBLEM ROOT CAUSE  `RC`

- Unavailability of means to estimate delays occurring in airplanes
- Large scale economic loss for both airlines and the customers
- Degradation in airline's reputation when many flights are delayed

### 7. BEHAVIOUR  `BE`

- Use the app deployed to know the approximate delay
- Find alternate travel options
- Find hotel accommodations for overnight delays
- Fill ratings and feedbacks to help other users

**Focus on J&P, tap into BE, understand RC**

**Identify strong TR & EM**

### 3. TRIGGERS  `TR`

- Cancellation of flights
- Extreme boredom
- Guilt of wasting time
- Thought of missing important meetings
- Missing layover flight
- Uncertainty in deciding if the flight is delayed when they start late for the airport

### 10. YOUR SOLUTION  `SL`

- The aim is to develop an application that predicts flight delays using a supervised machine learning model (a decision tree classifier) with the data of flights and delays so far and estimate the time of delay taking spatial dependencies of flights into account.

### 8. CHANNELS of BEHAVIOUR  `CH`

8.1 ONLINE

- Check if a particular flight will be delayed and the estimated time of arrival
- Giving ratings and feedbacks for various flights so as to improve the app's performance in predicting further delays
- Check for other specific reasons for delay

**Identify strong TR & EM**

**4. EMOTIONS: BEFORE / AFTER**

EM

Before:
- Worried
    - About missing important events
    - About missing layover flights
    - If the flight is gonna be canceled

- Frustrated
    - About the unexpected delay/cancellation
    - Not knowing the news of delay beforehand
    - About the weather
- Bored
    - Don't know how to make use of time

After:
- Gets to enjoy the airline benefits
- Stay relaxed after getting a proper update from the airline
- Relieved if an alternate solution can be found

**8.2 OFFLINE**

- Finding alternate travel routes in the airport
- Hotels near the airport can be visit for overnight stays during delays