












# Project Design Phase-II

## Customer Journey Maps

Date	15 October 2022
Team ID	PNT2022TMID52685
Project Name	Developing A Flight Delay Prediction Model Using Machine Learning
Maximum Marks	4 Marks

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div><b>Entice</b></div> <div>How does someone initially become aware of this process ?</div>	<div></div> <div><b>Enter</b></div> <div>What do people experience as they begin the process?</div>	<div></div> <div><b>Engage</b></div> <div>In the core moments in the process, what happens?</div>	<div></div> <div><b>Exit</b></div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div><b>Extend</b></div> <div>What happens after the experience is over?</div>
<div></div> <div><b>Steps</b></div> <div>What does the person (or group) typically experience?</div>	<div>customer would like to know if the flight is delayed or cancelled</div> <div>customer can plan accordingly based on the results</div> <div>Approach Airline for information</div> <div>commonly customer contact the website for any delays that they occur</div> <div>look for a source that can give them relevant information</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>Customer have to signup for using the application</div> <div>Sign up using social media accounts</div> <div>Customer can sign up using their social media accounts</div> <div>Update credentials</div> <div>customer should update their credentials to get better results</div> <div>fill details about the flight</div> <div>Customer fill the details about the flight</div> <div>Verify the details are correct</div> <div>Check if the given flight details are correct</div> <div>Get notified if the flight get delayed or not</div> <div>Customers can know the predicted delay and the accuracy of the prediction</div> <div>Rate the application</div> <div>Rate the application with the usage</div> <div>Give Feedback</div> <div>Customer gives the feedback that help to improve application</div> <div>Logout the account</div> <div>Customer logout of their account after completing the process</div> <div>Profile Updation</div> <div>customers profile helps us to keep track of their search</div> <div>Recommendation</div> <div>Prompt the user suggestions based on their history</div>				
<div></div> <div><b>Interactions</b></div> <div>What interactions do they have at each step along the way?</div> <div><ul style="list-style-type: none"><li>■ <b>People:</b> Who do they see or talk to?</li><li>■ <b>Places:</b> Where are they?</li><li>■ <b>Things:</b> What digital touchpoints or physical objects would they use?</li></ul></div>	<div>Asking co passengers</div> <div>Connect airline authorities</div> <div>Access help line</div> <div>Report</div> <div>New ATC information board</div> <div>Mobile Phones/ Laptops</div> <div>Application dashboard</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>Other suggestions</div>				
<div></div> <div><b>Goals &amp; motivations</b></div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Get to know about an 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>				
<div></div> <div><b>Positive moments</b></div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<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 regulated media</div> <div>Visually guide users</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>Helps to find better airlines</div> <div>Can make alternate preparations</div>				
<div></div> <div><b>Negative moments</b></div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Disappointed when an unexpected delay occurs</div> <div>Getting confused due to uncertain information</div> <div>Feels waste of time due to waiting</div> <div>Some users may find it unreliable</div> <div>Users may feel unsure 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 unsure 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>				
<div></div> <div><b>Areas of opportunity</b></div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Improve a chatbot in homepage</div> <div>create awareness by exploring the possible delays</div> <div>create an application that can effectively predict the delay</div> <div>Make signup 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 selections 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>				