Project Design Phase-II
Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID44312
Project Name	DEVELOPING A FLIGHT DELAY PREDICTION MODEL USING MACHINE LEARNING
Maximum Marks	4 Marks

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	To know the flight delay • To reach the destination on time	Customized user profile • Sign in through Google account • Authentication of users	Search for flight • Find information about other flight • Find accurate arrival and departure time • Explore the web application	User friendly • Correctness of prediction • Real time information
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Minimize the waiting hours • Alternate flight	Secured platform • Friendly validation statements	Account Settings • Help Center • Search result should be provided without delay	Sharing Settings • Free of cost • Able to share on various social media platform
Touchpoint What part of the service do they interact with?	Social media • Word of mouth • Advertisement	Connect through Google account • Free trail landing page	Training interface • Flight browser • Help center materials	Flight browser • Social media
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🤒	🤔	😊	🥳
Opportunities What could we improve or introduce?	Improve advertising	Suggest trying an additional product	Provide "how to" videos	Give credit points for referring to others.
Process ownership Who is in the lead on this?	User	Database admin	Airline	User

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