







Project Design Phase-II

Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID30209
Project Name	DEVELOPING A FLIGHT DELAY PREDICTION MODEL USING MACHINE LEARNING
Maximum Marks	

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	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?	Starts to look for flight's status	Search for flights Explore the web application Find information on other flights	User Friendliness Invite others Correctness of the prediction
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	Wants to avoid dealing with flight delays in the last minute Get ample time to look for other resources in case of any emergency	Helps me to get proper information Helps me to plan my journey better Help in changing flights if informed earlier I can avoid last minute stress and tension	I can always get proper information I can get some other works done I can claim compensation
Touchpoint What part of the service do they interact with?	Search and explore flights' status	The list of flights Maps that help in choosing a location	Sharing
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>			
Backstage			
Opportunities What could we improve or introduce?	Better accuracy High Value Low Confidence Low Reach	Ample time to look for other resources High Confidence High Value Low Reach	Avoid cancellations and waste of money
Process ownership Who is in the lead on this?	 User	 User	 User and Admin 