



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with  Product School

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Project Name: Developing a Flight Delay Prediction Model using Machine Learning

Team ID: PNT2022TMID22157



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

<div><div></div><div>Developing a Flight Delay Prediction Model using Machine Learning.</div></div>	<div><div></div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div></div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div></div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div></div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div></div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div></div><div>Steps</div><div>What does the person (or group) typically experience?</div></div>	<div><div>Want to know if the flight is delayed?</div><div>Ask airlines for information</div><div>Searches for sources that can detect the flight delay</div><div>Get to know the application</div><div>Passengers would like to know about the delay ahead of time to plan accordingly</div><div>Passengers primarily try to contact the airline for the information of delay/ cancellation</div><div>Passengers would like to know the exact time of delay in case of transit or other important events</div><div>Passengers would want to know the delay prediction through the best application possible</div></div>	<div><div>Enter the details to sign-up for a new user</div><div>Login for existing users</div><div>Application's tour</div><div>Users fill their information and sign up the app to know the reason of delay</div><div>After signing up the user will proceed further</div><div>Users would like to know how the application completely before using it</div></div>	<div><div>Search flights by routes/number</div><div>Select their flights</div><div>Click to estimate time of delay</div><div>Get the predicted time of delay</div><div>Get the accuracy of the predicted delay</div><div>Customers can enter the flight number/the route to know about their delayed flight</div><div>The customer can choose their flight from a list of flights shown</div><div>The user can proceed after entering the details to know the delay</div><div>The customer can get to know the predicted time of delay</div><div>The customer will get to know the accurate delay predicted time</div></div>	<div><div>Rate the application</div><div>Give feedback for the predicted delay time</div><div>Logout from the application</div><div>The customer would rate us based on their personal experience with our app</div><div>The customer would give us positive and negative feedback which will be very useful for the developer</div><div>The customer would logout from the application after they use</div></div>	<div><div>Users histories will be updated</div><div>Mail notification for flight cancellation</div><div>Mail prompt for flight landing</div><div>User's history will be stored for keeping track and for future purposes</div><div>The user will get notified about the flight status through email</div><div>The customer optically receives a mail prompt from the application if the delayed flight landing</div></div>
<div><div></div><div>Interactions</div><div>What interactions do they have at each step along the way?</div><div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div></div>	<div><div>Weather forecast</div><div>Helpline workers</div><div>Co-travelers</div><div>Hear from airline</div><div>Helpline workers</div><div>Airport</div><div>Flight information delaysystem data</div><div>From co-passengers</div></div>	<div><div>Signup section of the application</div><div>Login section of the application</div><div>Application dashboard and features</div></div>	<div><div>Search section of the application</div><div>Flight details section of the application</div><div>Flight details section of the application</div><div>Flight details sections of the application</div><div>Flight details sections of the application</div></div>	<div><div>Feedback section of the application</div><div>Feedback section of the application</div><div>Flight details sections of the application</div></div>	<div><div>User Profile section of the application</div><div>Users email</div><div>Users email</div></div>
<div><div></div><div>Goals & motivations</div><div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div></div>	<div><div>Help me to avoid unwanted time delays</div><div>Get to know if the flight is delayed</div></div>	<div><div>To register into the application</div><div>To access the application</div><div>Know the application features and options</div></div>	<div><div>To select the flight</div><div>To choose their flight from the list of flights shown</div><div>To get to know the time of delay</div><div>Planning prior to avoid unexpected scenarios</div><div>To calculate the efficiency and reliability of the application</div></div>	<div><div>To help the developers improve the application</div><div>Customer satisfaction and to help developers</div></div>	<div><div>Help me to see my past travels</div><div>Help me avoid unnecessary waiting time</div><div>Help me know when the flight lands</div></div>
<div><div></div><div>Positive moments</div><div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div></div>	<div><div>Avoid time delay</div><div>Delighted to know the airline offers compensation</div><div>Thankful to know the various options available</div><div>Assured to find source giving the delay</div></div>	<div><div>Registered email id is used to receive emails from the application</div><div>Can access more features of the application feeling helpful</div><div>Helpful as it acts like an user visual guide</div></div>	<div><div>Selecting by route option is handy, as it don't access to the flight number</div><div>Reassuring and excited to find the delay and plan beforehand</div><div>Helpful to make difficult decisions as to depend on the application</div></div>	<div><div>Contented to express the opinion</div><div>Contented to express the opinion</div></div>	<div><div>Useful to have a track of my travels and the predicted delays</div><div>Insightful as it helps me plan a options</div><div>Let me know when the flight lands if otherwise engaged</div></div>
<div><div></div><div>Negative moments</div><div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div></div>	<div><div>Frustrated due to unplanned delays</div><div>Angering and confusing</div><div>Puzzled to find more source and confused on which source to rely</div><div>Confused at start if the app is reliable</div></div>	<div><div>Sometimes frustrating to enter a lot of details</div><div>Time consuming to do it every single time</div><div>Time consuming, unnecessary and redundant</div></div>	<div><div>Time consuming to enter all details, sometimes redundant, difficult to remember flight numbers</div><div>Confused about the reliability of the application</div><div>Frustrated and feels the app is useless when it shows low accuracy</div></div>	<div><div>Time consuming and bored to give opinions</div><div>Time consuming and bored to give opinions</div></div>	<div><div>Takes up a lot of space / Privacy violation and overload of unnecessary information</div><div>Sometimes useless and irrelevant to know flight cancellations</div><div>Sometimes useless and irrelevant</div></div>
<div><div></div><div>Areas of opportunity</div><div>How might we make each step better? What ideas do we have? What have others suggested?</div></div>	<div><div>Connect to an airplane helpline worker</div><div>Market the app through airlines, advertisements, and tickets vendors</div><div>Can show the user ratings on flights, airlines and predictions</div></div>	<div><div>Show options like sign up through third party apps(Google)</div><div>Show options like sign up through third party apps</div><div>Make it optional for the user's</div></div>	<div><div>Make the process more hassle-free by reducing the required information</div><div>Improve the efficiency of the prediction</div><div>collect the samples for improving accuracy</div></div>	<div><div>Can use the collected ratings to improve performance</div><div>Feedbacks can be used to improve overall experience of the application</div></div>	<div><div>Use it for personalized recommendations</div><div>Attaching the mail with alternate options would be really useful</div><div>Attaching the mail with alternate options would be really useful</div></div>