



# 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:** PNT2022TMID26438



## 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>Developing a Flight Delay Prediction Model using Machine Learning.</div></div>	<div><div>Entice</div><div>How does someone initially become aware of this process?</div></div>	<div><div>Enter</div><div>What do people experience as they begin the process?</div></div>	<div><div>Engage</div><div>In the core moments in the process, what happens?</div></div>	<div><div>Exit</div><div>What do people typically experience as the process finishes?</div></div>	<div><div>Extend</div><div>What happens after the experience is over?</div></div>
<div><div><div><div></div></div><div>Steps</div></div><div>What does the person (or group) typically experience?</div></div>	<div><div>Want to know if the flight is delayed?</div><div>Asks airline for information</div><div>Searches for sources that can detect the flight delay</div><div>Get to know the application</div><div>Customers would like to know about the delay ahead to plan accordingly</div><div>Customers primarily try to contact/track the airline for the information of delay/ cancellation</div><div>Customer would like to know the exact time of delay incase of transit or other important events</div><div>Customer 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>Customers fill out their information and sign up for the app to know about the delay</div><div>After signing up the user/customer will login to proceed further</div><div>Customer 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 the delay</div><div>Get the predicted time of delay</div><div>Get the accuracy of the predicted delay</div><div>A customer can enter the flight number and the route to know the delay</div><div>The customer can choose their flight from a list of flights shown, satisfying the selection criteria</div><div>The user can proceed after entering the details to know the delay prediction</div><div>The customer can get to know the predicted time of delay</div><div>The customer will get to know how accurate the predicted time delay is</div></div>	<div><div>Rate the application</div><div>Give feedback for the predicted delay</div><div>Logout of 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 of the application after their use</div><div>Get personalized recommendations</div><div>Mail notification for flight cancellation</div><div>Mail prompt for flight landing</div><div>The user's feedback information can be used to provide personalized recommendations</div><div>The user will get notified about the flight cancellation through email. The user will get notified about the flight landing through</div><div>The customer typically receives a mail prompt from the application if the delayed flight landed</div></div>	
<div><div><div><div></div></div><div>Interactions</div></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-travellers</div><div>Hear from airline</div><div>Helpline workers</div><div>Airport</div><div>Flight information display system 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>Homepage of the application</div><div>Users email</div><div>Users email</div></div>	
<div><div><div><div></div></div><div>Goals &amp; motivations</div></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</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 see where else i can travel</div><div>Help me avoid unnecessary waiting time</div><div>Help me know when the flight lands</div></div>
<div><div><div><div></div></div><div>Positive moments</div></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 of 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 users visual guide</div></div>	<div><div>Selecting by route option is handy, as i 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 and insightful to find more options</div><div>Insightful as it helps me plan alternate options</div><div>Lets me know when the flight lands if i am otherwise engaged</div></div>
<div><div><div><div></div></div><div>Negative moments</div></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 sources 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>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></div></div><div>Areas of opportunity</div></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 airline, 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>Minimal recommendations rather than overload of information</div><div>Attaching the mail with alternate options would be ready useful</div><div>Attaching the mail with alternate options would be really useful</div></div>