

**Project Design Phase-II**  
**Customer Journey Maps**

Date	15 October 2022
Team ID	PNT2022TMID15779
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>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>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>The passenger would be anxious about the status of the flight, whether it is delayed or cancelled</div> <div>Enquire authorities for further information</div> <div>Approach authorities concerned for details</div> <div>They may decide on how to proceed further</div> <div>In case of delay, the customer would approach helpline</div> <div>Crew would explain the cause of delay and further details</div>	<div>Create a brand-new account in case if they are using for first time</div> <div>Sign Up using Social media handles</div> <div>Update user credentials</div> <div>Customers may sign up for the application using existing credentials</div> <div>Customer may have to sign up for using existing social media handles</div> <div>For better experience, customers need to update their account</div>	<div>Fill Details about the flight</div> <div>Verify whether all the details are appropriate</div> <div>Get notified whether the flight is on time or delay expected</div> <div>Passengers would fill details about the flight</div> <div>Check whether the mentioned details are correct</div> <div>Passengers may predict the possible delay of flight</div>	<div>Drop a Rating and review for the application</div> <div>Give Feedback</div> <div>Log out of Account</div> <div>Rate the website on the basis of user experience</div> <div>Customer provides feedback that help to improve features of application</div> <div>Customers would log out of their account once the process is completed</div>	<div>Update Profile</div> <div>Recommendation</div> <div>Customer profile would help us to track their activity through the data they search for</div> <div>Prompt the user suggestion based on their history</div>
<div> </div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div> <ul style="list-style-type: none"> <li>People: Who do they see or talk to?</li> <li>Places: Where are they?</li> <li>Things: What digital touchpoints or physical objects would they use?</li> </ul> </div>	<div>Speaking to Co-Passengers</div> <div>Contact airline authorities for clarification</div> <div>Access to help line</div> <div>Airport</div> <div>Near ATC Information board</div> <div>Tablets</div> <div>Mobile Phones</div> <div>Laptops</div>	<div>Application Dashboard</div> <div>Sign Up Interface</div> <div>Login Interface</div>	<div>Form to fill the flight details</div> <div>Confirmation Checkbox</div> <div>Submit Button</div> <div>Notification regarding the delay and other crucial information</div>	<div>Previous Button</div> <div>Next Button</div> <div>Refresh Button</div> <div>Logout Button</div> <div>Feedback Session</div>	<div>Update Profile</div> <div>Better Suggestions</div>
<div> </div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Acknowledge about the reason of delay</div> <div>Plan on how to reach destination on time</div> <div>Check for alternate flights to avoid further waiting</div>	<div>To Access the Application</div> <div>Easy Access to account</div> <div>Better understanding on features of account</div>	<div>Enable them to choose their flight</div> <div>Inform about delay in departure</div> <div>Plan according in case of delay</div>	<div>Satisfied with the optimal result</div> <div>Easy Process</div> <div>Exit out of the application</div>	<div>Track of Past journey trips</div> <div>Estimate about possible delays</div>
<div> </div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>When the actual delay is less duration than the expected delay</div> <div>Compensation for delay</div> <div>Arrangements for an alternate flight with the refund</div>	<div>Receive notifications to registered mail or mobile number</div> <div>Visually guide users</div> <div>User Friendly UI</div>	<div>Helps to make prior decision</div> <div>Reliable</div> <div>Quickly fill the form using drop down</div>	<div>Feasible predictions would make the work of user easy</div> <div>Would encourage the user to visit again</div>	<div>Help to find better airlines</div> <div>Could look for alternative sources</div>
<div> </div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Frustrated due to an unexpected delay</div> <div>Getting agitated due to the improper response</div> <div>Feel disappointed while waiting for the flight</div>	<div>Passenger may find it unreliable</div> <div>Passenger may hesitate to share their personal information</div> <div>Passenger may feel this process as Time Consuming</div>	<div>Takes ample time to fill the details in person</div> <div>Doubt about the prediction accuracy</div> <div>Feels unsafe about the application</div>	<div>Might feel unnecessary</div> <div>May get bored</div>	<div>In some cases, it may be irrelevant</div> <div>May feel violation of privacy</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>Implement a chatbot for customer care service</div> <div>Explain the reason for delay appropriately</div> <div>Create an application that could predict the delay in advance</div>	<div>Enable sign-up as optional</div> <div>Platform Independent</div> <div>Safe and Secure procedure</div>	<div>Collect Wide Range of samples for high accuracy</div> <div>Acquire mandatory data</div> <div>Suggest options that are commonly used</div>	<div>Improve the application using feedback</div> <div>Advertise the application with good ratings</div> <div>Make the application more user friendly</div>	<div>Get useful and better recommendations</div> <div>Frequently update application</div>