## <u>Developing A Flight Delay Prediction Model</u> <u>Using Machine Learning</u>:

## **Empathy Canvas Map**

Build empathy and keep your focus on the user by putting yourself in their shoes. is this real time data What do they prediction accurate THINK AND FEEL? major preoccupation worries & aspirations What do they What do they SEE? fight delay prediction fight delay prediction Share your feedback HEAR? saves your money saves your money what friends say what boss say what influencers say What do they friendly SAY AND DO? are all flights accuracy is it free ttitude in publi appearance userfriendly covered behavior towards others GAIN PAIN foresight in future "wants" / needs measures of success bookings ease of use difficult UI