FAIRPLANE ✈

Developing a Flight Delay Prediction Model using Machine Learning

SCENARIO
Developing a Flight Delay Prediction model using Machine Learning.

Phases

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?

Steps — What does the person (or group) typically experience?

Entice					Enter					Engage			Exit			Extend		
Search for a Ticket	Visit website or app	Choose a city, dates, and number of people	Browse available Flights	View detail on the website	Start booking the Ticket	Complete payment information	Confirm payment & book ticket	Email confirmation	Email reminder	Arrives at the Airport	Completes the procedure	Starts the journey	Reaches the destination	Prompt for review	Writing & submitting review	History appears in the user profile	Personalized recommendations	Mail Prompts
A Customer search for a ticket	A customer visits website or app	The customer types a city, dates, and the number of people to check whether the tickets are available	The customer sees available flights for their dates, city, and number of people	After seeing a flight, the customer will view the details and information about the flight.	After deciding the flight, they click the 'book now' button	They fill out their contact and credit card information, then continue	They see a summary of what they are about to purchase, then they confirm and the flight is booked!	An email immediately sends to confirm their journey and provide details about their flight	They will get the email reminder about the journey a day before.	The customer reaches the Airport at the scheduled time.	Officials at the counter will check the required documents to verify the customer's identity.	After completing all the procedure the customer will board on to the flight. They settle in and wear their seat belts and starts the journey	After a particular time of journey the customer reaches the destination	An email and in-app notifications prompt the passenger for a review	The customer writes a review and gives the journey a star-rating out of 5.	The completed journey details appear on the 'past experiences' area of a customer's profile	Information from the user's input can be utilised to create customised recommendations	If the delayed flight lands, the consumer normally gets a mail notification from the application.

Interactions — What interactions do they have at each step along the way?
- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

Entice					Enter					Engage			Exit			Extend		
Flight Announcement	Information from Co-passenger	From a website	Information from Appstore/Playstore	Data from a flight information delay system	Visiting a website/Appstore/Playstore	Register with the appropriate details	Signup on the website	Section of the programme for logging in the website	Customer will receive a confirmation email	Terms and conditions regarding the travel	Dashboard and features of the application	The application's area for flight information	Feedback section on the website	Customers receives email for providing review	"Leave a review" modal window within the profile on the website or Android app	Completed experiences section of the profile on the website, iOS app, or Android app	Recommendations span across website, iOS app, or Android app	Home page of the Application
				Airport											The service's star rating component is rated out of five stars.			

Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Entice					Enter					Engage			Exit			Extend		
Help me get this flight booked	Help me have morefun or learn new things on my journey	Help me avoid seeing journey for the wring dates, locations or numbers of people	Help me to know whether the flight is delayed		Help me to sign up for this journey	Help me get through this payment part as easy as possible	Help me to register and access the website	Help me to familiarise with the website or the application		Help me to determine the application's effectiveness and dependability	Help me to know about the flight in prior	Help to know about the terms and conditions before the travel	Help me leave the journey with comfortness	Help me publicise a comfortable travel		Help me in arranging alternate transportation or lodging	Help me see ways to enhance my upcoming journey	

Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice					Enter					Engage			Exit			Extend		
		Thankful to be aware of the variety of possibilities accessible	Happy that the airline offers compensation. / Excited to know about the special offers on special occasions		Helpful as the website contain more features so that it would be helpful for the customer	Current payment flow is very bare-bones and simple		We've heard from several people that the reminder emails were essential, especially if they booked way in advance			Finding the delay and planning forward was exciting and reassuring.	Given that I don't always have access to the flight number, the option to select by route is helpful.	simplifies the process to decide on challenging options depending on the application					

Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice					Enter					Engage			Exit			Extend		
	Stressed due to unexpected delay	Several people expressed 'information overload' as they browse	perplexed about where to look for additional sources and which one to trust		It can be challenging to enter numerous details					It takes time, is occasionally redundant, and is challenging to memorize flight numbers.	Uncertain about the application's dependability		violation of privacy and excess of unwanted information / It takes up a lot of space	Stressed when the flights are cancelled due to unavoidable situations / Stressed because of unexpected flight delay	Time consuming process			

Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?

Entice					Enter					Engage			Exit			Extend		
Contact a flight assistance representative	Promote the app through airlines, ads, and ticket sellers.	Introduce a Chatbox in the Application	Provides simple Summary to avoid information overload / May display user reviews for flights															