

Model using Machine Learning

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>All the passengers who are taking the flight and the flight are delayed.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div><div>-No refunds</div><div>-Cannot pay or book an alternative flight</div><div>-Not satisfied with the benefits</div></div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div><div>- The delay of flights are informed earlier</div><div>- Airline benefits are given</div><div>- Book for an alternate flight</div><div>- Enjoys the benefits from the airline</div><div>- Go to different places they are at</div></div></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>The problem that is addressed to the customer is the delay of flights</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div><div>- Mechanical issue</div><div>- Unpredictable weather condition</div><div>- Consecutive delay of previous flights.</div><div>- Air traffic</div></div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div><div>- Get information from the airlines in prior</div><div>- Try to book another flight</div><div>- Reach the airport early</div><div>- Book a nearby hotel if the delay of flight is prolonged</div></div></div>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> Many may respond to the problem differently but the common response will be tension, anger or maybe even relaxed.	<b>10. YOUR SOLUTION</b> <span>SL</span> The solution to the delay of flight is by developing a flight delay prediction model by using machine learning to predict and declare the delay of flights.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> - Checks the airline application to know about the delay - Checks the nearby hotel with accommodations  <b>8.2 OFFLINE</b> - Checks with the attendees about alternative flight and about how long the delay of the flight will be for. – Reaches the airport soon	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span>  <b>BEFORE:</b> Perturbed, discouraged, bored not knowing what to do, stressed out and full of rage <b>AFTER:</b> Relaxed, and content Gets benefit from the airlines			