Machine Learning based Predictive Analytics for Aircraft Engine

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Is this feasible?
- Will this really prevent mid-air engine failures?
- How will this system be implemented on a large scale?
- Have trust issues
- Anxious
- Scared

What do they HEAR?
what friends say
what boss say
what influencers say

- Engine failure cannot be predicted accurately
- Helps prevent accidents
- Implemented in rivalling companies

What do they SEE?
environment
friends
what the market offers

- Irregular replacement of components
- Bad maintenance of engines
- Need for optimization

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- Is this reliable?
- How accurate is the analysis?
- What is the cost associated with this?
- Is this reliable?
- How accurate is the analysis?
- What is the cost associated with this?

PAIN
fears
frustrations
obstacles

- Incorrect predictions
- Unpredictable factors
- Excessive wear and tear

GAIN
"wants" / needs
measures of success
obstacles

- Increased safety of air travel
- Timely replacement of required components
- Protecting human life