SCENARIO Machine Learning-Based Predictive Analytics for **Entice Exit Enter** Engage Extend Aircraft Engine How does someone What happens after the What do people What do people In the core moments initially become aware experience is over? typically experience experience as they in the process, what of this process? as the process finishes? begin the process? happens? Steps Reduces engine **Model Training** Receive Output Peace of mind Data Input Results Cost Saving What does the person (or group) typically experience? The result of the The features that are The model is then The option appears The user then Different models are The number of engine Based on the results, The solution can help air A copy of the results prediction is shown to be used when trained using the viable because of passes the data to failures reduces suitable for different appropriate steps can carriers save money by is also emailed to the training the model are selected training data of the selected features on the screen within drastically as they are resolved ahead of time the web application hosted on IBM Cloud because of increased air travel a period of time user Interactions The company tries to sell them the Customer gives feedback to the solution provider They are informed about its benefits solution What interactions do they have at Customer care helps each step along the way? them out People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? **Goals & motivations** Provide accurate Faster prediction by At each step, what is a person's the model results primary goal or motivation? ("Help me..." or "Help me avoid...") **Positive moments** The solution has the potential to prevent fatal accidents Technology is used in a constructive manner What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? The Machine **Negative moments** Learning model may not provide accurate predictions What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?