Project Design Phase-II
Customer Journey Map

Date	08 October 2022
Team ID	PNT2022TMID39920
Project Name	DEVELOPING A FLIGHT DELAY PREDICTION MODEL USING MACHINE LEARNING
Maximum Marks	

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?		Onboarding and First Use How can they feel successful?			Sharing Why would they invite others?		
Actions What does the customer do? What information do they look for? What is their context?	Starts to look for flight's status		Search for flights	Explore the web application	Find information on other flights	User Friendliness	Invite others	Correctness of the prediction
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Wants to avoid dealing with flight delays in the last minute	Get ample time to look for other resources in case of any emergency	Helps me to get proper information	Helps me to plan my journey better	Help in changing flights if informed earlier	I can avoid last minute stress and tension	I can always get proper information	I can get some other works done	I can claim compensation
Touchpoint What part of the service do they interact with?	Search and explore flights' status		The list of flights	Maps that help in choosing a location		Sharing		
Customer Feeling What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	🤯		🙌			😊		
Backstage								
Opportunities What could we improve or introduce?	Better accuracy `High Value` `Low Confidence` `Low Reach`		Ample time to look for other resources `High Confidence` `High Value` `Low Reach`			Avoid cancellations and waste of money		
Process ownership Who is in the lead on this?	👨‍💻 User		👨‍💻 User			👨‍💻 User and Admin 👩‍💻		