

Model using Machine Learning

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

| | | | | |
|-------------------------|--|---|---|-------------------------|
| Identify strong TR & EM | 3. TRIGGERS TR Many may respond to the problem differently but the common response will be tension, anger or maybe even relaxed. | 10. YOUR SOLUTION SL 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. | 8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE - Checks the airline application to know about the delay - Checks the nearby hotel with accommodations 8.2 OFFLINE - 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 |
| | 4. EMOTIONS: BEFORE / AFTER EM BEFORE: Perturbed, discouraged, bored not knowing what to do, stressed out and full of rage AFTER: Relaxed, and content Gets benefit from the airlines | | | |