# PROJECT: Flight Delay Prediction using Machine Learning customer experience journey map

TEAM ID : PNT2022TMID10060

# Entice

**SCENARIO**

**Browsing, booking, attending, and rating a local city tour**

How does someone initially become aware of this process?

**Logout of the application**

**Give feedback for the predicted delay**

**Rate the application**

**Get the accuracy of the predicted**

**delay**

**Get the predicted time of delay**

**Click to estimate the delay**

# Enter

What do people experience as they begin the process?

**Login for existing users**

**Want to know/ Doubting if the fight would be delayed**

# Engage

In the core moments in the process, what happens?

A customer can enter the fight number and the route to know the delay

**Search fights by route/number**

**See the Application's tour**

**Enter the details to signup for a new user**

**Searches for sources to fnd estimated time of delay**

**Asks airline for information**

**Select their fight**

# Exit

What do people typically experience

as the process finishes?

# Extend

What happens after the experience is over?

**Steps**

What does the person (or group) typically experience?

Customer would like to know how the application completely before using it

After signing up the user/customer will login to proceed further

Customers fll out their information and sign up for the app to know about the delay

Customer would like to know the exact time of delay incase of transit or other important events

Customers primarily try to contact/ask the airline for the information of delay/ cancellation

Customers would like to know about the delay ahead to plan accordingly

### Mail prompt for fight landing

The customer typically receives a mail prompt from the application if the delayed fight landed

User's history will be stored for keeping track and other future purposes

The user will get notifed about the fight status through email

The user's feedback information can be used to provide personalized recommendations

**Mail notifcation for fight cancellation**

**Get personalized recommendations**

**User's history will be updated**

## Interactions

The customer would rate us based on their personl experience with our app

The customer would logout of the application after their use.

The customer would give us positive and negative feedback which will bw very useful for the devoloper

The customer will get to know how acurate the predicted time delay is

The customer can get to know the predicted time of delay

The user can proceed after entering the details to know the delay prediction

The customer can choose their fight from a list of fights shown satisfying the selection criteria

What interactions do they have at each step along the way?

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

Airline announcement

Co-travellerse

Hear from airline

Visiting Appstore/ playstore/ Webpapes

Signup section of the application

Login section of the application

Application dashboard and features

Search section of the application

Flight details section of the application

Signup section of the application

User Profle section of the application

Navigation bar of the application

Feedback section of the application

User Profle section of the application

Homepage of the application

User's Email

Flight information delay system data

Visiting Appstore/ playstore/ Webpapes

From co-passengers

User;s Email

Airport

## Goals & motivations

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

Help me to avoid unwanted time delays

To register into the application

Help me see my past travels

Get to know the ETA

Get to know if the fight is delayed

Help me know the estimated average delays of various airiines

Help me plan alternate modes of travel or accommodation

Help me see where else I can travel

Customer satisfaction and to help developers

To help the developers improve the application

To calculate the efciency and reliability of the application

Planning prior to avoid unexpected scenarios

To get to know the time of delay

To choose their fight from the list of

fights

To select the fight

Know the application's features and options

To access the application

To register into the application

## Positive moments

Insightful as it helps me plan alternate options

Useful to have a track of my travels and the predicted delays

Useful and insightful to fnd more options

Contented to express the opinion

Contented to express the opinion

Helps to make difcult decisions as to depend on the application

Reassuring and excited to fnd the delay and plan beforehand

Selecting by route option is handy, as I don't always have access to the fight number

Can access more features of the application feeling helpful

Helpful as it acts like an user's visual guide

Registered email id is used to receive emails from the application

Assured to fnd source giving the delay

Delighted to know of the airline offers compensation

Avoid time delay

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Sometimes frustrating to enter a lot of details

Time consuming to do it every single time

Time consuming, unnecessary and redundant

Puzzled to fnd more sources and confused on which source to rely

Angering and confusing

Frustrated due to unplanned delays

Thankful to know the various options available

Helpful to fnd better airlines

Lets me know when the fight lands if I am otherwise engaged

## Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Time consuming to enter all details, sometimes redundant, difcult to remember fight numbers

Frustrated and feels the app is useless when it shows low accuracy

Confused about the reliability of the application

Time consuming and bored to give opinions

Time consuming and bored to give opinions

Sometimes useless and irrelevant to know fight cancellations

privacy violation and overload of unnecessary information

Takes up a lot of space

## Areas of opportunity

How might we make each step better? What ideas do we have?

Connect to an airplane helpline worker

Market the app through airline, advertisements and ticket vendors

Can show the user ratings on fights, airlines and predictions

Show options like signup through third party apps (Google, Outlook..)

Show options like signup through third party apps (Google, Outlook..

Make it optional for the user's

Make the process more hassle-free by reducing the required information

Improve the efciency of the prediction

Collect more samples for improving accuracy

Can use the collected ratings to improve performance

Feedbacks can be used to improve overall experience of the application

Use it for personalized recommendations

Minimal recommendations rather than overload of information

Attaching the mail with alternate options would be really useful

What have others suggested?



Introduce a chatbot in the application

Make the tour more visual, short and attractive

Attaching the mail with alternate options would be really useful

Give relevant

recommendations with proper time intervals