

Project Design Phase-II

Customer Journey Map

Date	18 October 2022
Team ID	PNT2022TMID44521
Project Name	Developing a Flight Delay Prediction Model Using Machine Learning
Maximum Marks	4 Marks

Customer Journey Map:

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	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?	<div>To know the flight delay</div> <div>To reach the destination on time</div>	<div>Customized user profile</div> <div>Sign in through Google account</div> <div>Authentication of users</div>	<div>Search for flight</div> <div>Find information about other flight</div> <div>Find accurate arrival and departure time</div> <div>Explore the web application</div>	<div>User friendly</div> <div>Correctness of prediction</div> <div>Real time information</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Minimize the waiting hours</div> <div>Alternate flight</div>	<div>Secured platform</div> <div>Friendly validation statements</div>	<div>Account Settings</div> <div>Help Center</div> <div>Search result should be provided without delay</div>	<div>Sharing Settings</div> <div>Free of cost</div> <div>Able to share on various social media platform</div>
Touchpoint What part of the service do they interact with?	<div>Social media</div> <div>Word of mouth</div> <div>Advertisement</div>	<div>Connect through Google account</div> <div>Free trial landing page</div>	<div>Training interface</div> <div>Flight browser</div> <div>Help center materials</div>	<div>Flight browser</div> <div>Social media</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Opportunities What could we improve or introduce?	<div>Improve advertising</div>	<div>Suggest trying an additional product</div>	<div>Provide "how to" videos</div>	<div>Give credit points for referring to others.</div>
Process ownership Who is in the lead on this?	<div>User</div>	<div>Database admin</div>	<div>Airline</div>	<div>User</div>