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|------------------------|---|--|---|---------------------------|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> - Normal flight users - Business professionals having meetings - People boarding a lay-over flight - Logistics incharge at airport Airport catering manager | 6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> - Refund/Partial Refund - Not knowing the exact time of delay - Unavailability of alternate flights or accommodation | 5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> - May take alternate flights - Ask for an alternate flight/schedule - Wait for the delayed schedule - Enjoy airline benefits - Report airline - Cancel the flight - Search for specific reasons for delay | Explore AS, differentiate |
| | 2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> - To know if a flight is delayed - To make alternate arrangements to reach the destination in case the flight is delayed - To know other things that can be done when the flight is delayed | 9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> - Unavailability of means to estimate delays occurring in airplanes - Large scale economic loss for both airlines and the customers - Degradation in airline's reputation when many flights are delayed | 7. BEHAVIOUR BE <ul style="list-style-type: none"> - Use the app deployed to know the approximate delay - Find alternate travel options - Find hotel accommodations for overnight delays - Fill ratings and feedbacks to help other users | |

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| Identify strong TR & EM | 3. TRIGGERS TR <ul style="list-style-type: none"> - Cancellation of flights - Extreme boredom - Guilt of wasting time - Thought of missing important meetings - Missing layover flight - Uncertainty in deciding if the flight is delayed when they start late for the airport | 10. YOUR SOLUTION SL <ul style="list-style-type: none"> - The aim is to develop an application that predicts flight delays using a supervised machine learning model (a decision tree classifier) with the data of flights and delays so far and estimate the time of delay taking spatial dependencies of flights into account. | 8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE</p> <ul style="list-style-type: none"> - Check if a particular flight will be delayed and the estimated time of arrival - Giving ratings and feedbacks for various flights so as to improve the app's performance in predicting further delays - Check for other specific reasons for delay | Identify strong TR & EM |
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4. EMOTIONS: BEFORE / AFTER

EM

Before:

- Worried
 - About missing important events
 - About missing layover flights
 - If the flight is gonna be canceled
- Frustrated
 - About the unexpected delay/cancellation
 - Not knowing the news of delay beforehand
 - About the weather
- Bored
 - Don't know how to make use of time

After:

- Gets to enjoy the airline benefits
- Stay relaxed after getting a proper update from the airline
- Relieved if an alternate solution can be found

8.2 OFFLINE

- Finding alternate travel routes in the airport
- Hotels near the airport can be visit for overnight stays during delays