

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Project Title: Developing a Flight Delay Prediction Using Machine Learning



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

TIP
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>To know about delay of flight?</div><div>Customer should know about the delay of flight and plan accordingly</div></div> <div><div>planning on time</div><div>customer can plan by asking the airline</div></div> <div><div>Applications</div><div>Customer to know about the delay prediction through the right application</div></div>	<div><div>Create a new account</div><div>Login to the website</div><div>Confirmation o f flight</div><div>Flight detail</div></div> <div><div>Entering the information and creating a login page to customer</div><div>By login to the website, we can check the timing of flight</div><div>Shows the flight payment and arrival of flight</div><div>The details of the flight will be shown in the customer login site</div></div>	<div><div>Works</div><div>The demand of airline is been increasing more</div></div> <div><div>select files</div><div>Customer use to select the flight for their satisfaction</div></div> <div><div>prediction</div><div>Customer can predict the delay of flight and plan successfully</div></div>	<div><div>Rate the application</div><div>The customer would rate us based on their personal experience with our app</div></div> <div><div>Give the feedback for the predicted delay</div><div>The customer would give the positive and negative feedback which will very useful for the developer</div></div> <div><div>logout of the application</div><div>The customer would logout of the application after their use.</div></div>	<div><div>User's history will be updated</div><div>User's history will be stored for keeping track and other future purposes</div></div> <div><div>Get personalized recommendations</div><div>The use's feedback information can be used to provide personalized recommendations.</div></div> <div><div>Mail prompt for flight landing</div><div>The customer typically receives a mail prompt from the application if they delayed flight landed</div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div><div>■ People:</div>Who do they see or talk to?</div><div><div>■ Places:</div>Where are they?</div><div><div>■ Things:</div>What digital touchpoints or physical objects would they use?</div></div>	<div><div>Weather forecast</div><div>Near ATC Information board</div></div> <div><div>Flight announcement</div><div>visiting app store /play store/webpages</div></div> <div><div>flight information delay system data</div><div>Information from co passenger</div></div>	<div><div>Register with the appropriate details</div><div>Application dashboard</div></div> <div><div>Signup on the website</div><div>Application features</div></div> <div><div>Login on the website</div></div>	<div><div>Terms and condition regarding the flight</div></div> <div><div>search section of the application</div></div> <div><div>Flight section of the application</div></div> <div><div>The application area for flight information</div></div>	<div><div>Feedback section on the website</div></div> <div><div>Navigation bar of the application</div></div>	<div><div>Update profile</div><div>Home page</div></div> <div><div>Better suggestion</div></div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>To select the flight</div></div> <div><div>Get to know if the flight is delayed</div></div> <div><div>Get to know the ETA</div></div>	<div><div>To register into the application</div></div> <div><div>To access the application</div></div> <div><div>Know the application's features and option</div></div> <div><div>Exploring about the airline</div></div>	<div><div>ow many hours the flight was delayed</div></div> <div><div>Select the flight which is comfortable</div></div> <div><div>Select the flight</div></div>	<div><div>Developing the applications by updating</div></div> <div><div>Easy the process</div></div>	<div><div>Customer satisfaction</div></div> <div><div>Customer feedback</div></div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>when actual delay is less than the expected delay</div></div> <div><div>Getting compensation for the delay</div></div> <div><div>Arranging for an alternative flight or provide refund</div></div>	<div><div>Receive notifications through registered media</div></div> <div><div>Visually guide users</div></div> <div><div>User friendly UI</div></div>	<div><div>Helps to make prior decision</div></div> <div><div>reliable</div></div> <div><div>Can fill easily using drop down</div></div>	<div><div>Happy to get the prediction</div></div> <div><div>Motivated to use application again</div></div>	<div><div>Help's to find better airlines</div></div> <div><div>Can make alternate preparations</div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>Frustrated due to unplanned delays</div></div> <div><div>Angering and confusing</div></div>	<div><div>Sometimes frustrating to enter a lot of details</div></div> <div><div>Time consuming,unnecessary and redundant</div></div>	<div><div>Confused about the reliability of the application</div></div> <div><div>frustrated and feels the app is useless when it shows low accuracy</div></div>	<div><div>Time consuming and bored to give opinions</div></div> <div><div>time consuming and bored to give opinions</div></div>	<div><div>Takes up a lot of space</div></div> <div><div>sometimes useless and irrelevant</div></div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Connect to an airplane helpline workers</div></div> <div><div>Market the app through airline, advertisements and ticket vendors</div></div>	<div><div>can show the user ratings on flights airlines and predictions</div></div> <div><div>Introduce a chatbot in the application</div></div>	<div><div>Shows options like signup through third party apps</div></div> <div><div>Make it optional for the users</div></div> <div><div>Make the process more hassle-free by reducing the required information</div></div>	<div><div>Can use the collected rating to improve performance</div></div> <div><div>feedback can be used to improve overall experience of the applications</div></div>	<div><div>Use it for personalized recommendation</div></div> <div><div>Attaching the mail with alternate options would be really useful</div></div> <div><div>Give relevant recommendations with proper time intervals</div></div>



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