Ideation Phase
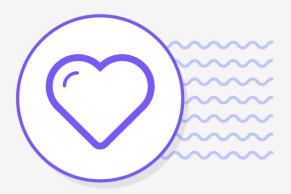# Empathize & Discover

Date	15 March 2023
Team ID	NM2023TMID18536
Project Name	Flight Delay Prediction For Aviation Industry Using Machine Learning
Maximum Marks	5 Marks

Empathy Map Canvas:

In the ideation face we have empathized as our client Flight Delay Prediction for aviation industry using Machine learning and we have acquired the details which are represented in the Empathy Map given below.

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

XPLANE ®

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

Looking for best flight desls.

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

The airlines run on a very tight schedule.

Most factors are out of the airline's control. Air traffic,security,airpor conditions

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

Massage friends about upcoming group trip.

Work schedules for self and partner to see which weekends are free to travels

Continue to have flexibility to travel whenever she wants.

Emails from all different airlines booked in the past.

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

Delayed Flights ,booking flights through cluttered website.

Group chat with friends discussing plans for Upcoming trip.

Recent travel stories from Co-workers.

Unable to select food or seat during booking.

The prices where more transparent from he start. This is work best for my schedule.

What do they SAY?
What have we heard them say?
What can we imagine them saying?

Emails from all different airlines booked in the past.

What other thoughts and feelings might influence their behavior?

It's based on and the customer vendor activity

If they accept the vendor opinion the feels and thoughts good.

Airlines sites that are too cluttered

What makes google Flight so wonderful is that i only have tto look in one place as oppose to a bunch of different sites.

Checks calender and prepares to do list for today works

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Stats planning upcoming work trip for the team

Browser travel articles and recommended destinations