2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy map:

An Empathy Map for Flight Delay Prediction

Based on this empathy map, a flight delay prediction model should focus on providing travelers with accurate and timely information about flight delays, as well as helping airlines identify and address factors that contribute to delays.

Says
What have we heard them say? What can we imagine them saying?

- I hate waiting at the airport for hours because of flight delays.
- It's frustrating when my flight is delayed and I don't know when it will depart.
- I feel anxious and stressed when I have connecting flights and my first flight is delayed.
- It's disappointing when I miss an important event or meeting due to flight delays.

Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

- I'm worried about missing my connecting flight or important event.
- I hope the airline will compensate me for the inconvenience.
- I wonder if the airline could have prevented the delay.
- I wish I had more control over the situation.

Flight Delay Prediction for Aviation Industry

Does
What behavior have we observed? What can we imagine them doing?

- Checks their phone or the airport website for updates on the flight status.
- Tries to find a comfortable place to wait, such as a lounge or restaurant.
- Makes alternative travel arrangements if necessary.
- Waits in line to speak with a gate agent or customer service representative.

Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

- Other passengers expressing frustration and disappointment.
- Other passengers complaining or commiserating about the delay.
- Flight information displays showing delayed or cancelled flights.