Template

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.

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XPLANE®

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FLIGHT DELAY PREDICTION

WHO are we empathizing with?
Who is the person we want to understand?

GOAL

What do they need to DO?
What decision(s) do they need to make?

What is the situation they are in?

What is their role in the situation?

What do they need to do differently?

How will we know they were successful?

What do they HEAR?
Type your paragraph...

What do they THINK and FEEL?

PAINS
The Pain of a Flight delay ?

GAINS
The Gain of a Flight delay ?

What do they see others saying and doing?

What do they see in their immediate environment?

MISSED CONNECTIONS:
- If you have a connecting flight a delay in your first flight can cause you to miss your second flight.

IMPROVED CUSTOMER SATISFACTION:
- Passengers who receive accurate and timely information about flight delays are likely to have a better experience and higher satisfaction with the airline.

Why did flight is delayed ?

STRESS AND ANXIETY:
- Dealing with a flight delay can be stressful and can cause anxiety, especially if you're traveling for an important reason such as a business meeting or a family emergency.

PHYSICAL DISCOMFORT:
- Waiting for a delayed flight can be uncomfortable, especially if you're stuck in the airport for a long period of time. This can experience physical discomfort, such as back pain, stiffness, or fatigue.

FINANCIAL LOSSES:
- A flight delay can result in additional costs such as hotel stays, transportation, and meals. In some cases, you may need to pay for a new flight or even lose your ticket altogether, resulting in financial losses.

INCREASED EFFICIECY:
- Machine learning algorithms can help airlines identify patterns and optimize their operations, resulting in more efficient use of resources and better on-time performance.

IMPROVED SAFETY:
- Machine learning algorithms can also be used predict weather patterns and other factors that could affect flight safety, allowing airlines to take proactive measures to ensure passenger and crew safety.

COST SAVINGS:
- By predicting flight delays, airlines can better manage their resources, such as flight crews and planes, and reduce costs associated with cancellations, rebooking and lost revenue.

What do they SEE?
What are they watching ?

What is a reason of flight delayed ?

DISRUPTED PLANS:
- A flight delay can disrupt your plans and cause you to miss important events such as meetings, weddings,or family gatherings.

BETTER PLANNING:
- Accurately predicting flight delays can help airlines plan and adjust their schedules, reducing the likelihood of future delays.

How much time for flight delayed in come ?

What do they SAY?
What can we magine them saying?

What have we heard them say?

What do they DO?
What do they do today?

What behavior have you observed?

What can we imagine them doing?

Need some inspiration?
See a finished version of this template to kickstart your work.

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