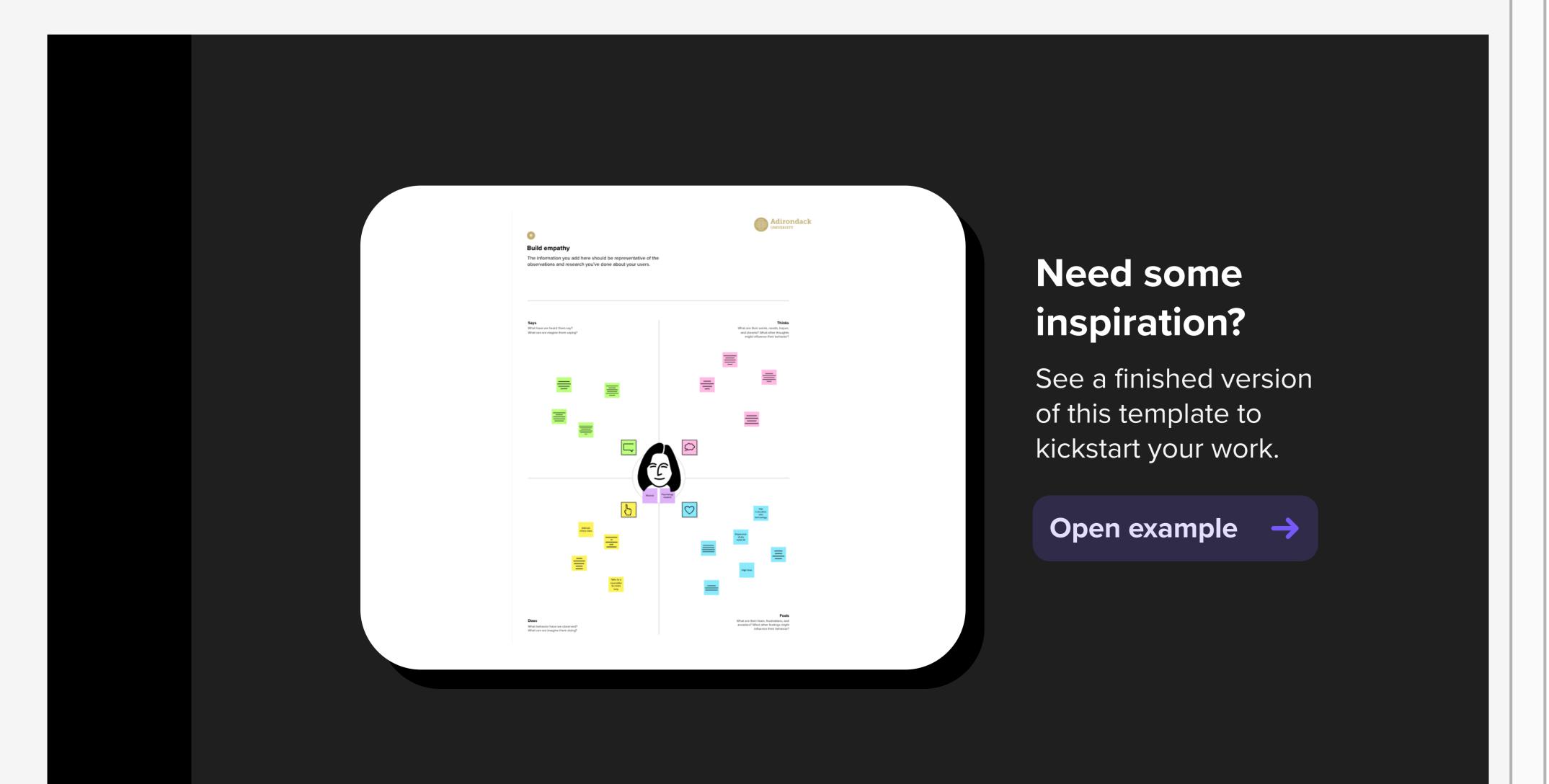


Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback





Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we magine them saying?

The customer may try to seek information from the airline staff or fellow passengers about the reason for the delay and the estimated time of departure. They may also try to find alternative flights or modes of transportation if the delay is significant.

The airline staff may try to provide timely and accurate information to the customers and calm them down by offering refreshment or alternative flights. They may also try to coordinate with the airlines control center and other departments to resolve the issue and minimize the delay.

The control center staff may use advanced predictive analytics tools and machine learning models to forecast the flight delay and take proactive measures to minimize the impact on the customers. They may also coordinate with the airline staff and other stakeholders to ensure effective communication and resolution of the issue.

The customer may feel frustrated and anxious about the delay especially if they have connecting flights or important appoinments to attend at their destination. They may also be concerned about the safety of the flight and

the reason for the delay.

The airline staff may feel stressed and overwhelmed when dealing with multiple delayed flights and angry customers. They may also feel frustrated if they are not provided with timely and accurate information about the cause of the delay and the estimated time of depatched.

Thinks

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

The contol center staff may feel responsible for ensuring the safety and on time performance of the flights. They may also feel stressed and challenged when dealing with unexpected events such as wheather disruptions and technical issue.

Flight Delay Prediction

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The cutomer may try to

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What behavior have we observed?

What can we imagine them doing?

Does

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Feels

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

