Develop shared understanding and empathy

Airline Review Classification Using Machine Learning" project aims to revolutionize the aviation industry by harnessing the power of machine learning and natural language processing. This innovative endeavor focuses on automating the classification of airline reviews, ultimately improving the passenger experience. By analyzing customer feedback from diverse sources, such as online reviews and surveys, this project seeks to categorize sentiments, pinpoint pain points, and identify trends within the airline industry. The goal is to assist airlines in understanding their customers better, enabling them to address concerns, enhance services, and prioritize areas of improvement. Ultimately, this project strives to boost customer satisfaction, loyalty, and the overall quality of air travel services.

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?

Air hostess

who can understand passanger needs

individuals who embark on journey

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?

successfully should travel to there destination

safe journey

Proper meal

Sees a constant flow of inquiries, concerns, and feedback

Monitors potential risks and challenges that may impact passengers.

Recognizes the impact of efficient baggage handling on passenger experience

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?

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

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

Delays

Baggage Woes

customer Loyality

positive word of mouth

policy changes

Cramped spaces

higher revenue

service quality

In-Flight services

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?

What do they SAY?

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

Booking agent is not good

Security is not up to the mark

poor baggage system

New innovations are not updated

What do they DO?

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

looking for meal that matches their intrest

Feedback and Improvment

communicating in polite way with the staff