Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?

Passengers who use air transport for their travelling purpose are the customers.

6. CUSTOMER — CC

What constraints prevent your customers from taking action or limit their choices of solutions

Not knowing the delay and the purpose of delay makes the customer limit their choices of solutions.

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem

To solve the passengers problem, we should predict the flight delays accurately and should be updated to passengers priorly. In past flight delays are only predicted. In this pros are passengers will only know the delays, Cons are they will not know the purpose of the delay and accuracy.

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Predicting the delay of the flight will be the job to be done to address the customers.

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?

The main reason for the delay are weather, runway visibility, navigation part, radio signal, mechanical issue, air traffic control restrictions, Security clearance.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Customer will look for the alternative solution in case of delay and If not an emergency passenger will wait for the flight.

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act?

If in case an emergency situation it will be difficult to the customers, it triggers them to know the delay, So that they will make an alternative way.

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?

Before, without knowing the reason they get tension, angry in an important situation and after knowing the reason they will plan accordingly depends on the delay.

10. YOUR SOLUTION — SL

Using a machine learning model, we can predict flight arrival delays. The input to our algorithm is rows of feature vector like departure date, departure delay, distance between the two airports, scheduled arrival time etc. We then use decision tree classifier to predict if the flight arrival will be delayed or not. A flight is considered to be delayed when difference between scheduled and actual arrival times is greater than 15 minutes. Furthermore, we compare decision tree classifier with logistic regression and a simple neural network for various figures of merit.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

What kind of actions do customers take online?

Customer will know all the delay related information in online.

8.2 OFFLINE

What kind of actions do customers take offline?

In important situation customer choose an alternative way to travel or otherwise will wait for the travel.

Extract online & offline CH of BE

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