Problem-Solution fit canvas 2.0

1. CUSTOMER SEGMENT(S) `CS`

- Flight passengers
- Airline organizations

6. CUSTOMER `CC`

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Loss to airline industry

5. AVAILABLE SOLUTIONS `AS`

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

- Sending notifications about flight delays to the user.
- Simultaneous access by a number of users at a time.

Define CS, fit into

Explore AS,

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.

- The main objective of the model is to predict flight delays accurately in order to optimize flight operations and minimize delays.

9. PROBLEM ROOT CAUSE `RC`

- Over the last twenty years, air travel has been increasingly preferred among travelers, mainly because of its speed and in some cases comfort.
- This has led to phenomenal growth in air traffic and on the ground. An increase in air traffic growth has also resulted in massive levels of aircraft delays on the ground and in the air. These delays are responsible for large economic and environmental losses.

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)

- Make connectivity a priority.
- Provide in-person interactions with airline staff.
- Keep passengers informed with timely updates.
- Create a "Customer Bill of Rights".

Focus on J&P, tap into BE, understand

Focus on J&P, tap into BE, understand

3. TRIGGERS `TR`

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Social media
- Awareness
- Peer passengers

4. EMOTIONS: BEFORE / AFTER `EM`

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- Anxious, angry > Relieved, Satisfied

10. YOUR SOLUTION `SL`

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- To predict the flight delay accurately.
- To overcome the loss to airline industry.
- To keep the passenger informed with timely updates.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

- Make connectivity a priority.
- Keep passengers informed with timely updates.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Provide in-person interactions with airline staff.
- Help and support

Identify strong TR & EM

Extract online & offline CH of BE

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