1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Flight delay affects passengers

6. CUSTOMER CONSTRAINTS — 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.

Avoidable technical errors. Lack of transparency. Difficulty to predict the flight delay. High maintenance costs. There are no federal laws requiring airlines to provide passengers with money or other compensation when their flights are delayed. The shortage of nurses and doctors. A different perspective on solving the flight delay.

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do
these solutions have? i.e. pen and paper is an alternative to digital notetaking

1. WHY FLIGHTS GET DELAYED. ...
2. RESEARCH YOUR FLIGHT'S ON-TIME PERFORMANCE. ...
3. BOOK AN EARLY FLIGHT. ...
4. BE READY FOR THE UNDERSTAND THE PROCESS. ...

Define CS, fit into CC

Explore AS, differentiate

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 impact of flight delay can be a risk and this risk represents financial losses, the dissatisfaction of passengers, time losses, loss of reputation and bad business relations. If an airline doesn't deal with this problem immediately, it will cause other problems.

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?
i.e. customers have to do it because of the change in regulations.

- Adverse weather conditions. ...
- Bird strikes. ...
- Knock-on effect due to a delayed aircraft. ...
- Strikes. ...
- Waiting for connecting passengers. ...
- Waiting for connecting bags. ...

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)

Search for the flight as if you were going to book a new ticket. If it doesn't show up, that's a clear indication that it will be canceled in the days (or weeks) to come.

Focus on J&P, tap into BE, understand RC

Focus on J&P, tap into BE, understand RC

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.

Accuracy of Databases, Information from airport and flight delay related tests for 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.

Flight delay may cause the passenger loss of time

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.

Various methods that can be used to develop a system which predicts the delay in flights can be Machine Learning, Probabilistic models, Statistical analysis or Network Representations.

8. CHANNELS of BEHAVIOUR — CH

Check For Reimbursements. ...
Agree to A New Connection. ...
Call the Airline. ...

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

Don't plan activities for your arrival day. Purchase a single ticket if you have more than one stop.

Identify strong TR & EM

Extract online & offline CH of BE