Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?

Airline Passengers

6. CUSTOMER CONSTRAINTS — CC

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

Focuses on the Bottleneck within an organization (i.e) controls the overall profitability of the business.
Transparency of time and weather report.

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?

Claim flight delays and get compensation
Checking the alternate flights
Ask for a lounge Pass

PROS-Passengers reschedule them and get compensation.
CONS-Seems to be Practically difficult.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers?

Predicting the Flight delays and Notify the Passengers.

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?

Inclement Weather
Air Traffic
Waiting on Cargo
Mechanical Issues
Connecting Passengers/Bags

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?

Search for alternate flights
Loose Patient
Disappointment and dissatisfied
Book another flight for a travel

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

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act?

Accurate Prediction and information about the flight delays.

4. EMOTIONS: BEFORE / AFTER — EM

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

Denial→Gratification.

10. YOUR SOLUTION — SL

These delays not only cause inconveniences to the airlines but also to the passengers. The airlines are victims of extra costs associated to their crews, aircraft repositioning, fuel consumption while trying to reduce elapse times and many others.
By using machine learning algorithm, we can try to predict if the flight will be delayed in many ways. If given the right set of input parameters. The ML algorithms can predict the delay with high Accuracy.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

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

Flight delays can message or get notified to the passengers.

8.2 OFFLINE

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

Make Connecting a priority, keep passengers informed with timely updates.

Extract online & offline CH of BE

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