

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Who is your customer? i.e. working parents of 0-5 y.o. kids <div>Passengers who need to take their flight immediately.</div>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> 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. <div>Insufficient data, Change in data formats, poor connections, drastic changes in data to be evaluated</div>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> 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 note taking <div>Datas can be collected from TRACON, drastic change in datas can be minimised by taking probability.</div>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. <div>Sometimes GPS locator be late to update current position, search by unique seq number rather than usual flight number.</div>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> 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. <div>Passengers are urged to do so because they can't travel to the place on time.</div>	<b>7. BEHAVIOUR</b> <span>BE</span> 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) <div>Directly associated : They make queries and feedback in respected site. Indirectly associated : Passengers may ask for feedback with travellers who travel frequently on that flight.</div>	
Focus on J&P, tap into BE, understand RC	<b>3. TRIGGERS</b> <span>TR</span> What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news. Their vexation on not attending the session /meeting on time.	<b>10. YOUR SOLUTION</b> <span>SL</span> 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 behavior. <i>We can use an algorithm that fetches the data periodically and segregates existing and changed datas. Based on that the MODEL should work on it to give notifications to Passengers in online mode, offline mode(through SMS), also to inform Airport Authority regarding the delayed datas.</i>	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7 <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. ONLINE : Passengers may give poor review, may raise their instincts on delay of flight. OFFLINE : Passengers may give false reasons on flight delay to co passengers, sometimes they make it as an issue towards the Airport Authority.	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> 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. BEFORE : They feel overwhelmed on their first journey/travel, excited, joyed, highly committed AFTER : They feel frustrated, highly disappointed, vexed, furied			