

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

Airline Companies

CS

6. CUSTOMER CONSTRAINTS

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.

Very high maintenance costs,
Lack of Transparency,
Not enough use-friendly
modules to work with

CC

5. AVAILABLE SOLUTIONS

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

Early booking of flights,
Flight timings,
Checking the weather,

AS

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

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

To predict various kinds of
problems that causes flight
delay

J&P

9. PROBLEM ROOT CAUSE

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.

> Air traffic control
> Adverse weather
> Bird-strikes
> Mechanical issues

RC

7. BEHAVIOUR

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)

Taking action to satisfy passengers
need and arrange the next flight as
soon as possible.

BE

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

Identify strong TR & EM

3. TRIGGERS

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

Watching other airlines Providing accurate arrival and departure
time even with delay, Accuracy of databases.

TR

4. EMOTIONS: BEFORE / AFTER

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.

Disappointed----->Satisfied

EM

10. YOUR SOLUTION

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 can be used to
develop a system which
predicts the delay in flight can
be supervised machine learning
algorithms

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7
- Check if a particular flight will be delayed and the estimated
time of arrival

- Giving ratings and feedbacks for various flights so as to improve
the app's performance in predicting further delays.

8.2 OFFLINE

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

- Finding alternate flights in the airport / alternative travel routes
- Hotels near the airport can be visit for overnight stays during delay at night/midnight

CH

Extract online & offline CH of BE