Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

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

Various People who travel by flight, Airlines and Airport Service Authorities are our customers, where we stay in touch with ATC as well.

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.

Main constraint of this project is the Data, without which the project is impossible, so if the customers are providing the actual data without any failure, it makes the project run smoothly

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

The current available solution in the industry is from the ATC and the reviews in Flight Booking apps which may fake and false used for marketing.

According to Data Analytics the Airlines can make sure that they are providing proper service on time.

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? There could be more than one; explore different sides.

To Understand the given data and try to find the actual issue in it and clean and mine the given dataset and create Attractive and impressive visualizations through charts reports and dashboards. So that the Airline Services can analyze their performance and chart the flights on time without any delay

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.

The real problem exists in the past executions of departure and arrivals of the Flights where they don't take off and land on the stipulated given time due to continues follow up by the airlines, as they won't be having a data to act on how to make flights land on perfect timings

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)

Customers approach a data analyst with correct amount of data so that the analyst can help the customer by predicting the solution to the problem by Data Driven Decision Making

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

Identify strong TR & EM

3. TRIGGERS   TR

What triggers customers to act? i.e., seeing their neighbors installing time machines, reading about a more efficient solution in the news.

It makes more attractive to the customers to find the solution easily just by checking the visualizations charts as One Picture talks a lot than Thousand words.

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.

The customers feel very easy to get the idea on which flight to choose for their comfortable journey and according to analysis they can even rate the airlines as well according to their departure and arrival timings.

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 behavior.

To provide better Airline and AirPort services and to avoid delays in Air Travel across different locations at Municipality level. The aim is to provide airports, airlines, and the travelling public with a neutral, third-party view of which airlines are delivering on their promise to get passengers from Point A to Point B on-time.

8. CHANNELS of BEHAVIOUR   CH

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

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

- Customers look the ratings by which other customers have given and the progress of the performance and feedback of other customers, which all counts in data by which it helps the customers the beet Airline

- Customers can view the bar charts which will be provided in the airport through which the customers can chose their best Airlines according to the performance.

Identify strong TR & EM