1. CUSTOMER SEGMENT(S) — CS

Define CS, fit into

- Customers are the Airline industries who are in need of a data analysis platform and the passengers.
- Airlines segment passengers based on economy, business and first class

6. CUSTOMER CONSTRAINTS — CC

- Network connectivity
- Accurate data
- Knowledge about the data required
- Customer Satisfaction
- Flight or airline related analyzer

5. AVAILABLE SOLUTIONS — AS

Explore AS,

- The application should provide user-friendliness to passengers by helping them providing flight related information and proper responses without any delay.
- Data analysis is used to analyze the flight details and provide the necessary services

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Focus on J&P, tap into BE, understand

- The success of aviation industry depends enormously on how satisfied passengers are.
- Aircrafts need to be periodically upgraded and maintained as well – this in fact, is even more crucial, as passenger safety is reliant on the same

9. PROBLEM ROOT CAUSE — RC

- Customers should know how to use the platform before entering into it.
- Appropriate maintenance and resolving technical issues prior flight take off

7. BEHAVIOUR — BE

Focus on J&P, tap into BE, understand

- Obtaining sufficient knowledge of the platform prior using it to reserve tickets
- Knowing the flight schedule data properly

3. TRIGGERS — TR

Identify strong TR & EM

- Some passengers get frustrated due to poor airline services.
- It is tedious to maintain all the data properly .But if data analytics is used the quality, performance and efficiency of the system can be improved.

4. EMOTIONS: BEFORE / AFTER — EM

Before : Confused state due to flight delays .
After : Clear idea about the flight schedules and safe travel.

10. YOUR SOLUTION — SL

- Collecting the required data from available sources and analysing and exploring it to achieve better results
- Make the UI user friendly to satisfy the customer's need
- Understanding the customer's need and demand and working accordingly

8. CHANNELS of BEHAVIOUR — CH

Extract online & offline CH of BE

8.1 ONLINE

- Through social media platforms
- Through advertisements

8.2 OFFLINE

- Customer recommendation
- Customer feedback

AMALTAMA