

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> * The process of separating customers into groups. * Airlines segment their customer into business and economy passengers * customer segmentation Geographical segmentation * Demographica Behaviour * Psychographic segmentation 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> * Data Storage * Globally coordinated * Faster accessibility 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> * A Model Stacking Approach for Ride-Hailing Demand Forecasting (2020) * Predictive Analytics Platform for Airline Industry (2021) 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> * Operating constant flights * Unclear communication * Inadequate access * More flight amenities * Better ground experience * No centralised location to coordinate 	9. PROBLEM ROOT/ CAUSE RC <ul style="list-style-type: none"> * Anticipated divert time * Delay * Safety management system (SMS) * Perform risk assessments * Centralised monitoring * Overtaxed infrastructure * Crowded airspace 	7. BEHAVIOUR BE <ul style="list-style-type: none"> * Consumer behaviour * An overview of the motivation process * Standard learning hierarchy * A five stage customer purchase * An overview of the perceptual process * the disconfirmation paradigm 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> * Supersonic flight was an economic failure * Technological breakthrough * Medical emergency or weather event 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> * Airport journey enhancement * In-flight experience improvement * Predictive maintenance * Digital transformation 	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE</p> <ul style="list-style-type: none"> * Expected marginal seat revenue (EMSR) * Feedback analysis * Stock control results in significant cost reductions <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> * punctuality * Airport facilities * Queuing 	Extract online & offline CH of BE
	4. EMOTIONS EM <p>Before:</p> <ul style="list-style-type: none"> * Ineffective crew interaction * Failure of leadership <p>After:</p> <ul style="list-style-type: none"> * Relieved * Comfortable with the software 			