

## Project Design Phase-I

### Problem Solution Fit

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Project Name	Airlines Data Analytics for Aviation Industry

#### Problem-Solution fit canvas 2.0



1. CUSTOMER SEGMENT(S) <span>CS</span>		6. CUSTOMER CONSTRAINTS <span>CC</span>		5. AVAILABLE SOLUTIONS <span>AS</span>	
Who is your customer? i.e. working parents of 0-5 y.o. kids		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.		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	
Define CS, fit into CC	Airlines and passengers who are expecting efficient use of their funds and minimize the time on travelling by handling large amount of Airlines Data.		Storing of Data is a prime challenge, which occurs when data are not collected into one place. Financial and business challenges such as cost concerns return on investment (ROI) and commercial challenge.		Big data analytics is defined as a collection of data and technology that accesses, integrates, and reports all available data by filtering, correlating, and reporting insights
2. JOBS-TO-BE-DONE / PROBLEMS <span>J&amp;P</span>		9. PROBLEM ROOT CAUSE <span>RC</span>		7. BEHAVIOUR <span>BE</span>	
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.		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.		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)	
Focus on J&P, tap into BE, understand RC	In the presented context, data coming from various sources in the aviation industry has to be integrated into a common big data repository before being analysed by means of specialized software.		Airline industry is characterized by large quantities of complex, unstructured and rapid changing data that can be categorized as big data.		To optimize and streamline aviation operations, industry leaders and decision makers need to effectively manage and leverage big data.
3. TRIGGERS <span>TR</span>		10. YOUR SOLUTION <span>SL</span>		8.1 ONLINE CHANNELS <span>CH</span>	
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.		What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.		What kind of actions do customers take online? Extract online channels from box #7 Behaviour	
Define CS, fit into CL	Applying vital decisions for new airline routes and aircraft utilization are important factors for airline decision making.		In this context, business intelligence tools are valuable instruments that can optimally process airline related data so that the activities that are conducted can be optimized to maximize profits, while meeting customer requirements.		Cloud can be used to manage terabytes of data. Online services are changed in accordance with customer's preferences.
4. EMOTIONS: BEFORE / AFTER <span>EM</span>				8.2 OFFLINE CHANNELS <span>CH</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.				What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.	
Define CS, fit into CL	Before: Complication in comprehending Airlines Data				Personalized apps can be made for passengers to give feedback, receive data, etc.,
	After: Easier understanding hence increased efficiency.				



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