

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>CS</div></div> <div>Customers probably retired and go holidays frequently, Business Travellers.</div> <div>People who are giving preferences to their safety.</div>	<div>6. CUSTOMER CONSTRAINTS<div>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.</div><div>CC</div></div> <div>Timeliness Assurance Convenience Helpfulness Comfort</div>	<div>5. AVAILABLE SOLUTIONS<div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>AS</div></div> <div>Recognize their needs and fulfil them. Communicate well. A positive resolution to customer problem.</div> <div>Explore AS, differentiate</div>
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>J&amp;P</div></div> <div>Mold your airline by analyzing the likes, dislikes, positive and negative comments provided by th customes on social media.</div> <div>The data gathered from the social media can be used to create a personalized experience for the passengers which will result in improved customer satisfaction.</div> <div>Focus on J&amp;P, tap into BE, understand RC</div>	<div>9. PROBLEM ROOT CAUSE<div>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.</div><div>RC</div></div> <div>A root cause is performed as a reaction to risk management process defined in your aviation SMS manual.</div> <div>Te purpose of the analysis is to understand the casual factors that triggered substandard safety performance.</div> <div>Focus on J&amp;P, tap into BE, understand RC</div>	<div>7. BEHAVIOUR<div>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)</div><div>BE</div></div> <div>When a customer contacts you with a query or a complaint your job is to complete the loop and handle the problem.</div> <div>By utilizing the customers feedback directly.</div> <div>Focus on J&amp;P, tap into BE, understand RC</div>
Define CS, fit into CL	<div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>TR</div></div> <div>A persons decision to travel depends upon the price and schedule.</div> <div>4. EMOTIONS: BEFORE / AFTER<div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>EM</div></div> <div>Customer's experience is on the top of the list for airlines.</div>	<div>10. YOUR SOLUTION<div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels &amp; Emotions for marketing and communication.</div><div>SL</div></div> <div>Focus on knowing your target audiences. Always listen then talk. Meet specificand unique customer's need. Create a bond with them throughout the entire journey. Engage customers in a variety of ways.</div> <div>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.</div>	<div>8.1 ONLINE CHANNELS<div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div><div>CH</div></div> <div>Online reservation check in validation</div> <div>8.2 OFFLINE CHANNELS<div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div><div>CH</div></div> <div>Looking for the real world usecases.</div> <div>Explore AS, differentiate</div>