

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S)</p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p>CS</p> <p>Aircraft agencies - They check the condition of the engine and make sure it's fit for travel</p>	<p>6. CUSTOMER CONSTRAINTS</p> <p>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.</p> <p>CC</p> <p>It's important that your business remains covered for standard risks, especially if your store or office is unoccupied for a period of time. In general, cyber insurance policies will include coverage for working from home too.</p>	<p>5. AVAILABLE SOLUTIONS</p> <p>Which solutions are available to the customers when they face the problem</p> <p>AS</p> <p>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</p> <p>If an engine fault have been predicted previously they should be rectified before severe damages ,so they can also have a another possible way for safe landing.</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <p>J&P</p> <p>The Fuel Factor Overcapacity Labor Unrest The Emergence of Low-Cost Carriers Passenger comfort Technology</p>	<p>9. PROBLEM ROOT CAUSE</p> <p>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.</p> <p>RC</p> <p>The engine could face failure because of regular wear and tear. It could face this problem because the hardware was not properly maintained and installed</p>	<p>7. BEHAVIOUR</p> <p>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)</p> <p>BE</p> <p>Closely monitor the engine parameters reported by the aircraft's instrumentation. So, if any malfunction occurs in the measurements it can be rectified by them.</p>	Focus on J&P, tap into BE, understand RC

<div>3. TRIGGERS</div> <div>TR</div> <div>What triggers customers to act? i.e. seeing their neighbour's solar panels, reading about a more efficient solution in the news.</div> <div>The passengers complain about</div> <div>Baggage theft</div> <div>Delayed flights</div> <div>Uncomfortable seats</div> <div>Hidden charges</div> <div>Customer services</div>	<div>10. YOUR SOLUTION</div> <div>SL</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.</div> <div>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>Firstly we have to prepare a clear measurements chart on the data of the engine and to check all the measurements with the recommended sensor values before utilization.</div> <div>Prior organization of these could help reduce any on-air problems or troubles occurring.</div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1 ONLINE</div> <div>What kind of actions do customers take online? Extract online channels from #7</div> <div>8.2 OFFLINE</div> <div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div> <div>Online :Manage and measure all the sensor data</div> <div>Offline :To check the physical hardware overlook and check for any open damages</div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>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.</div> <div>A justified state of panic arises and the main focus shifts on getting them safely back on the ground without any further discrepancies</div>		