Define CS, fit into

1. CUSTOMER SEGMENT(S)   CS

customer segmentation is linking customer with the appropriate offers and enhancing the way companies communicate with customer

6. CUSTOMER CONSTRAINTS   C

spending power, budget, no cash, network connection, available devices.

5. AVAILABLE SOLUTIONS   AS
* setting up of regulatipons
* use of technology
* using alternatives means
* optimizations of flight routes

Explore AS, different

2. JOBS-TO-BE-DONE / PROBLEMS

* creating flight planes based on aircraft and weather conditions
* performing aircraft chrcks before every flight
* adhering to flight regulations and safety guidelines
* checking cockpit instruments for any mal function

9. PROBLEM ROOT CAUSE   RC

A Root cause analysis is performed as a reaction to risk management processes as defined in your aviation SMS manual the purpose of the analysis is to understand the causal factor

7. BEHAVIOUR   BE
* punctuality
* queuing
* in-flight experience
* baggage delivery
* airport facilities

Focus on J&P, tap into BE, understand RC

d RC

R

Insider threats\known insider presenting potential internal risk to airline

Flight operating in the vicinity of airspace with conflict zones

4. EMOTIONS: BEFORE / AFTER
* behavioural modification
* experiental modification
* physiological modification

* Increase revenue and customer experience
* improve operational efficiency
* manage risk

CH

8.1 ONLINE

Online cusumer is a priority issue for practitioner computing in the fast expanding virtual market place

8.2 OFFLINE

it refer to the buying behaviour of the ultimate consumer who.