

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS The customer is Flight Safety Officer	6. CUSTOMER CONSTRAINTS CC Scarcity of workforce. Time constraints.	5. AVAILABLE SOLUTIONS AS Manual inspection of the aircraft engines. Implementing the safety procedures plan. But these solutions are timetaking and involve too many permutations and combinations to be considered before tagging it safe to fly.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Emergency response planning. Plan and develop safety procedures. Assist in flight data monitoring. Flight safety officer must have high computer skills. Preventive inspections comes under data monitoring.	9. PROBLEM ROOT CAUSE RC Lack of certain skills to do the job, being lethargic, must have presence of mind to work in emergencies. The backstory behind the need to do this job : Customer has to do jobs to ensure the flight safety.	7. BEHAVIOUR BE Analyses the Flight engine. Reports to the Superior. Always conscious of mishappenings. Promotes the company based on successful journey statistics.	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR Seeing other aviation companies using our product which also results in less engine failures/flight accidents. More the data analysis done by the machine, less work for the officer.	10. YOUR SOLUTION SL Collect extensive data on working of engines, develop a Machine Learning Program and train it with failure data generated through a simulation model. The program would then predict on the working of the engine. The Flight Safety Officer is now able to avoid engine failure instead of solving the failure after it occurs. The customer is able to produce engine assurance quickly.	8.CHANNELS OF BEHAVIOUR CH 8.1 ONLINE Reports to the superior via mails. 8.2 OFFLINE Reports to the superior in person. Monitors subordinates.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM When facing a problem the customer is under pressure and feels perturbed. After solving it they feel relieved and are confident that there wouldn't be any complaints from the manual inspector. They are happy as they expect zero failure now.			