

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids Airline Companies	6. CUSTOMER CONSTRAINTS 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. No user-friendly models to work with	5. AVAILABLE SOLUTIONS 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 Weather forecasting, creation of more runways, effective air traffic control	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. Predicting the delay of flights due to the various reasons that may cause it	9. PROBLEM ROOT CAUSE 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. Weather, air traffic, delayed flight checkup, lesser runways	7. BEHAVIOUR 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) Taking action to satisfy passengers need and to arranging the next flights as soon as possible	
	3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Seeing other airlines that give accurate departure and arrival time even with delay	10. YOUR SOLUTION 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. To accurately predict the flight delays will allow passengers to be will prepared for the deterrent caused to their journey and enables airline to respond to the potential causes of the flight delays in advance to diminish the negative impact	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Online notifications for the passengers of the delay 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Provide accommodations for the passengers who are stranded in the airport	
Focus on J&P, tap into BE, understand RC	4. EMOTIONS: BEFORE / AFTER 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. Frustration -> Satisfaction	Identify strong TR & EM	Extract online & offline CH of BE	