

1. CUSTOMER SEGMENT(S)

Who is your customer?

- Airplane Passengers
- Travel Agencies

CS

6. CUSTOMER

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.

- Internet Connectivity
- System may be inadaptive to catastrophic situations

CC

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

- Change their plans – without taking the flight
- Wait for the entire day
- Book earlier or some other flights

AS

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.

Flight delays not only anger and disturb air travellers' plans, but they also reduce productivity, raise capital costs, reallocate flight crews and aircraft, and add to crew costs. Higher operating costs for airline firms are unavoidable as flight delays necessitate the consumption of more labour, capital, and other necessary inputs. impact on how an airport is planned. Delayed flights subject airlines to penalties,

J&P

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.

- Abnormal Weather
- Delay in Departure
- Traffic
- Improper Scheduling
- Medical/ Any other Emergencies

RC

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)

- Feeling anxious
- Informing the travel agency
- Book another flight

BE

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Stress, Economic loss, Depression, Missing Opportunities

TR

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.

Excited before the issue, Depressed after the issue.

EM

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.

Using ML Algorithms to predict the delay in flight arrival, informing them to the customers using a Mobile Application or a Web Application.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Contact Ticket Vendors/Travel Agencies

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Contact Executives, Airport Authorities

CH