

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)
Who is your customer?
i.e. working parents of 0-5 y.o. kids

Customers are who struggle with accessing airport services .

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.

Accessibility and not knowing about what is happening about flights is a prime constraint.

5. AVAILABLE SOLUTIONS
Which solutions are available to the customers when they face the problem

Planning and schedule analytics provides in-depth analysis of ticket sales, operational expense and profitability of airline routes. It helps in fleet rebalancing, fuel needs and crew planning for a flight.

Explore AS, differentiate

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

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.

Collecting data related to flight operations so that to observe conditions of the flight so that flight delay is avoided. Observing customer emotions to satisfy customer satisfication.

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.

Airplane faults are a major cause of delays so thorough analysis of planes is required.

7. BEHAVIOUR
What does your customer do to address the problem and get the job done?

Using airport analytics, data analysts can collect information on people who pass through various checks, like their gender, arrival times, baggage-check in times and the type of flight they take to better .understand passenger behaviours. A better

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<div><div>3. TRIGGERS</div><div>TR</div></div> <p>What triggers customers to act?</p> <p>In Aviation Industry, due to incidents like flight delays passenger may face delays in departure and arrival of flight.</p>	<div><div>10. YOUR SOLUTION</div><div>SL</div></div> <p>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.</p> <p>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.</p> <p>To find out flight patterns using cognos Analytics to find out delays so that it could be used to inform customers to help avoid wasting their so that they are kept happy.</p>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div></div> <p>8.1 ONLINE</p> <p>What kind of actions do customers take online? Extract online channels from #7</p> <p>Baggage lost can be complained online.</p> <p>8.2 OFFLINE</p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>Manual logs can be maintained .Employees can be hired to maintain the airline analytics for aviation industry system logs when the business grows</p>
<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div></div> <p>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.</p> <p>Before: They feel lost due to losses which occur due to improper management of Airline Analytics for Aviation Industry.</p> <p>After: They feel like success after making increased profits, reducing the mistakes that happen in manual process.</p>		