

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Passenger</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>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</div><div>Unavailability of enough amount of cash , in order to book a new flight. Most of the time compensation will not be provided by the airline management.</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>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 note taking</div><div>To provide predicted time for the customers. Readily available medic in case of any emergency. Monitoring the direction of flight can be both pros and cons.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explored different sides.</div><div>Bring the id proof correctly. The luggage should be under the instructed weight . Should reach the airport at the correct time or prior.</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>What is the real reason that this problem exists? What is the backstory behind the need to do this job? i.e. customers have to do it because of the change in regulations</div><div>The major root cause for the problem is weather conditions. Since the It can be due to bad weather at the departure airport, on the way to your destination or at the destination. Weather is one of the top reasons why flights get delayed.</div></div>	<div><div>7. BEHAVIOUR</div><div>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)</div><div>The customers should be patient until further information regarding the flight is given. Passengers attitude over flight delay should be quite decent. They shouldn't involve in any type of arguments with the management.</div></div>	
Identify strong TR & EM	<div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news</div><div>Lack of clarity and communication by the airlines. Believing fake agents and websites.</div></div>	<div><div>10. YOUR SOLUTION</div><div>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 with customer limitations, solves a problem and matches customer behaviour.</div><div>The management should make sure the satisfaction of the passengers. The development of accurate prediction models for flight delays became cumbersome due to the complexity of air transportation system, the number of methods for prediction, and the deluge of flight data.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>Review Ratings</div></div>	Extract online & offline CH of BE
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>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</div><div>Frustrated , angry , fear > Calm , exited</div></div>		<div><div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>Attitude towards the management .</div></div>	