

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

Old Travelers They are aged customers probably retired and go on holidays frequently.  
Business Travelers They are frequent flyers and form a large segment.  
Budget Conscious Travelers They look for the most inexpensive airline without knowing much about the different airline services.

6. CUSTOMER CONSTRAINTS CC

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.

It's important that your business remains covered for standard risks, especially if your store or office is unoccupied for a period of time. In general, cyber insurance policies will include coverage for working from home too.

5. AVAILABLE SOLUTIONS AS

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

If an engine fault have been predicted previously they have rectify from the severe damage ,so they can also have a another possible way for safest landing.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The Fuel Factor  
Overcapacity  
Labor Unrest  
The Emergence of Low-Cost Carriers  
Passenger comfort  
Technology

9. PROBLEM ROOT CAUSE RC

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.

If the problem occurs than the customer has to inform to the engine controller ,and they have to take all measurement instrumentation previously.

7. BEHAVIOUR BE

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)

Closely monitor the engine parameters reported by the aircraft's instrumentation. So, if there is any malfunction occurs in the measurements it can be rectified by them.

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

Identify strong TR & EM

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.  
Baggage Theft.  
Delayed Flights  
Uncomfortable seats  
Hidden charges. ...  
Customer Service.

4. EMOTIONS: BEFORE / AFTER EM

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.

they got fear, and make loud and think how to relieve from that.

10. YOUR SOLUTION SL

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.

First we have to prepare a clear measurements of all engine and to check all the measurements with the fixed (accurate) measurements while starting the aircraft.

8. CHANNELS of BEHAVIOUR CH

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

online works: manage the all measurements  
offline works: to check the appearance correctness

Identify strong TR & EM