

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div><div>Nowadays, Airlines have understood that traditional customer segmentation in the airline industry by booking class does not reflect the complex passenger's behavior.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></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>The flying public understand the balance between protecting consumer rights and protecting sustainable air services. Appropriate regulations, globally coordinated, can give passengers confidence while ensuring the freedom to fly.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div>By making the mobile connectivity a priority, airlines can ensure that passengers are able to use their mobile devices without interruption.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>Weather condition, aircraft cleaning time for fueling, boarding passengers.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div><div>Delays happen for different reasons. It could be bad weather, airport equipment malfunction, Government shutdowns and so on..</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></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 airlines to take immediate action to ensure that passengers are well informed and taken care of personally in order to keep them as satisfied as possible and reduce the chances of losing loyal customers.</div></div>	
<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</div><div>Temperature, humidity, rain in mm, visibility and month number.</div></div> <div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div><div>Worry and anger are among the most frequent emotions evoked during the flight delay.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div>The way to avoid the flight delays is by booking nonstop flights whenever possible.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>CH</div></div><div>ONLINE What kind of actions do customers take online? Extract online channels from #7</div><div>OFFLINE What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</div><div>online works: Call the airline. offline works: Find out the cause of the</div></div>	Identify strong TR & EM	

