Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

Passengers who are yet to board the flight.

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.

The constraint mainly lies on airline agencies to predict the delay in advance and to increase the customer satisfaction.

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

**PROS: Customer Satisfaction.
CONS: Increase in capital Cost and reallocation of flight crews.**

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.

Predicting the flight delays that occur due to air traffic and unsafe weather conditions in advance to increase customer satisfaction.

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.

Due to bad weather conditions, air traffic, bird strikes and mechanical issues.

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)

Passengers are intimated about flight delay due to several reasons in advance.

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

ng TR & EM

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.

**BEFORE: Travelers are frustrated for the delay without any early intimation.
AFTER: Travelers are intimated about the delay early.**

conditions using supervised learning and regression models and intimating the details regarding the delays in advance to the passengers to increase the customer satisfaction and maintain the income of the airline agencies.

the delay of flights.
OFFLINE: Arranging Basic requirements needed for the passenger who are waiting for delayed flights.

Identify stron