

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Passengers are the customers.	6. CUSTOMER CONSTRAINTS CC 1. Greater Reliability and Safety. 2. Advanced Analytics for Streamlined Operations. 3. Restructured and Optimized Passenger Experience. 4. Better Product Development in the Industry.	5. AVAILABLE SOLUTIONS AS Earlier, there is no way for booking a ticket in online also people faced issue in tracking the location of the train thus in this project we are implementing the scheme that passengers can easily book the ticket by using qr code and also can track the location using GPS tracker.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P The passengers face several problems while booking their tickets like network and server issues. Passengers can't find the location of the train or track the availability of the train.	9. PROBLEM ROOT CAUSE RC The main reason for the problem that has occurred for due to lack of technology earlier since passengers find it difficult to book the ticket and track the location of the train. To overcome this problem we have introduced qr code and GPS tracker for booking the ticket and finding the location of the train.	7. BEHAVIOUR BE Listen to the customer and providing genuine empathy for the problem regarded which is a direct approach. Another method is by looking over the rating session we can easily find out how the customer gets issues while using the application this is an indirect approach.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR Customers can be triggered to the application by the usage of their neighbors and by looking over their neighbors getting benefited by using the application.	10. YOUR SOLUTION SL Existing invention was about booking a ticket through online and getting the hardcopy of the ticket now the innovation was about booking the ticket and generating the qr code of that ticket and providing it to the ttr also the location of the train is also be tracked and the unique id is provided.	8. CHANNELS of BEHAVIOR CH 8.1 ONLINE Customers try to request for the problems through the application how they use and how it is favoring them using the rating option by which we can find the behavior of the customer and issues or problems they face. 8.2 OFFLINE By direct booking of ticket they need to be in a queue for receiving a ticket which seems to be a big deal for the customers.	Identify strong TR & EM

	<div data-bbox="152 65 454 89" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="152 95 781 237" data-label="Text"><p>Before: They feel nervous because there is no option to proceed further and if they miss the train they can't track it too.</p><p>After: Now the customers can track the location of the train and will never lose their confidence even if they miss the train because they know where the train is.</p></div> <div data-bbox="721 60 761 92" data-label="Image">The logo consists of the letters 'EM' in white, bold, sans-serif font, centered within a solid green square.</div>			
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