1. CUSTOMER SEGMENT(S) `CS`

The Central Government, which manages Indian Railways, will benefit most.

The organization that routinely transports its goods

6. CUSTOMER CONSTRAINTS `CC`

The Indian railway system is a pillar of our economy. It's crucial to analyse those because it's challenging to manage traffic in those major ports.

5. AVAILABLE SOLUTIONS `AS`

Several interlocking device types were introduced.
Interlocking manually: Relay, Telematics, Mechanical, and Human Electronic, free-wired relay automatic interlocking.
Failure of the interlocking system can result in a collision.
There are two types of ERTMS, the common signalling and communication system.(ATP)
GSM-R ETCS (European Train Control System) (Global System for Mobile Communications - Railway)
None of these options were effective enough.

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

Data analytics can help in reducing rail corridor congestion and enhance the port connectivity

Effective analysis must be done of all the port traffic data.

A critical part of port development is port-rail connectivity, both from an economic and competitive perspective and to minimize the adverse externalities on people and the environment.

9. PROBLEM ROOT CAUSE `RC`

1.Delay in transporting goods

2. Loss for Industries

7. BEHAVIOUR `BE`

The customer is the one who sends their goods by train; they need to know if they will arrive safely. They also require the reputation of Indian Railways, which promotes growth for both parties.

| Identify strong TR & EM | 3. TRIGGERS **TR**
Due to increased traffic, it was necessary to assess the capacity and traffic in key ports. | 10. YOUR SOLUTION **SL**

Our Idea is to ask the details of their product and start destination with their given | 8.CHANNELS OF BEHAVIOUR **CH**

8.1ONLINE
Customer can track their goods in their place |
| | 4. EMOTIONS: BEFORE / AFTER **EM**
BEFORE:
They were unhappy about their products.
AFTER:
They were at ease and felt safe. Transportation | | 8.2 OFFLINE
After the product is reached their required destination Customer will be informed through a normal message which does 't required any network |

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