

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? I.e. working parents of 0-5 y.o. kids	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.	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	Explore AS, differentiate
	Passengers Of Indian Raiways Indian Railways Management	Need of technical knowledge People got used to the current system Government regulations	IRCTC online booking Private train status monitoring apps Avoid having food in trains	
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.	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.	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)	Focus on J&P, tap into BE, understand RC
	Hassle free paperless ticketing Faster ticket checking High quality food availability Inform Dirty Seats and restrooms and also autonomous health checks Get live train detials like location Cleaner railways	This system was created long back and people got used to it on Indian railways. There are a lot of papers that are wasted in the name of tickets and allotment status sheets. All operations are currently human-operated and we don't have IoT in this domain.	Buy food before boarding train or get adjusted. Keep their ticket safe by taking extra copies Clean the seats with some waste cloth on their own Move to nearby compartment in search of neater bathroom Report theft to station police Pay unnecesery fee to ticket collectors	
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? I.e. seeing their neighbour installing	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.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7	Extract onl
	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.	One-stop web application to book tickets, generate QR for verification, and live train location tracking, high-quality food ordering from restaurants, raise concerns to higher authorities, provide a bounty for trash segregation, Alerting before the required station.	8.2 OFFLINE What kind of actions do and use them for custo	
	Small bounty programs for throwing trash into dustbins Loss of tickets and problem with TC Worst quality of food Missing trains and stops Frustrated Irritated In a Hurry		Buy food before boarding train or get adjusted. Keep their ticket safe by taking extra copies Clean the seats with some waste cloth on their own Move to nearby compartment in search of neater bathroom Report theft to station police Pay unnecesery fee to ticket collectors	