

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <div>People (Passengers)</div>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <div><ul style="list-style-type: none"><li>Supported to all devices</li><li>Easily accessible</li><li>User friendly</li></ul></div>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <div><ul style="list-style-type: none"><li>Use application to book tickets is the alternative solution to the customers</li><li>Now the customer book train tickets in railway stations.</li><li>The solutions has the advantage of booking tickets where they located. The customers do not have any digital devices are fit for the solution</li></ul></div>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <div><ul style="list-style-type: none"><li>Difficult to book tickets</li><li>High paper use</li></ul></div>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <div>The main reason for this problem is heavy crowd and high paper usage.</div>	<b>7. BEHAVIOUR</b> <span>BE</span> <div>Tickets can be booked at anywhere at any anytime.</div>	
Focus on J&P, tap into BE, understand RC	<b>3. TRIGGERS</b> <span>TR</span> <div>Facing difficulties due to heavy crowd</div>	<b>10. YOUR SOLUTION</b> <span>SL</span> <div>Providing a application for booking tickets which can be easily accesible.</div>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <div><ul style="list-style-type: none"><li>Online: Using applications to book tickets.</li><li>Offline: Pre booking of tickets.</li></ul></div>	Focus on J&P, tap into BE, understand RC
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <div><ul style="list-style-type: none"><li>Facing difficulties in booking tickets and carrying their id proofs.</li><li>After giving solutions they are easy to book tickets and there is no need to carry any id proofs</li></ul></div>			
Identify strong TR & EM				