

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Customers are<ul style="list-style-type: none"><li>Functional traveler</li><li>Day tripper</li><li>Train lover</li><li>Leisure-hedonic traveler</li></ul></div></div>	<div>6. CUSTOMER LIMITATIONS<div>CL</div><div>Not all online booking systems are created equally. When choosing a provider that offers poor customer service or only a few features available might be frustrating to the customer especially when you're ready to grow your business.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>When getting wait listed tickets,<ul style="list-style-type: none"><li>Book ticket from an earlier station but still travel on your desired route</li><li>Book ticket to a later station but still travel on your desired route.</li></ul></div></div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS<div>PR</div><div><ul style="list-style-type: none"><li>➤ Passengers invest a lot of time in booking tickets at the counter every time they wish to have a train travel</li><li>➤ Business men and travelers often face anxiety upon not knowing the exact arrival of train</li><li>➤ TTE has to process huge paperwork to verify passenger tickets</li></ul></div></div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div><div><ul style="list-style-type: none"><li>➤ Because of no online facility to book tickets from the place where users are.</li><li>➤ Delay occurs in the arrival and departure schedules of a train and there is no proper tracking mechanism to notify the travelers where the train is presently.</li><li>➤ No mechanism to verify user identity wherein everything is maintained in paper records.</li></ul></div></div>	<div>7. BEHAVIOR<div>BE</div><div><ul style="list-style-type: none"><li>➤ Users try to book tickets via some agency</li><li>➤ Often enquire the helpdesk to know when the train will arrive</li><li>➤ TTE tries to have soft copy of passenger details in order to decrease paperwork</li></ul></div></div>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS TO ACT<div>TR</div><div>Railway passengers see their neighbours easily booking tickets without having to wait in long lines.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>A web UI, which can be used on any common device, is designed to enable online ticket booking, and a QR code is generated for the user who booked the ticket to verify it with a travelling ticket examiner(TTE),thereby reducing both the workload of the user and the paperwork of the TTE.</div></div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div><div>ONLINE<div>Passengers will check on various platforms to book their tickets easily. TTE maintain details in soft copy.</div><div>OFFLINE<div>Passengers compare different agencies to book their tickets easily. TTE will try to have passenger details in hard copy</div></div></div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS<div>EM</div><div>BEFORE / AFTER<div>Previously, users perceived that task of booking ticket was time-consuming . After using an online method to book tickets at their own pace and time gives convenience.</div></div></div>			