

Define CS, fit into CC

CUSTOMER SEGMENT(S)

CS

- Private Sector
- Public Sector
- Financial Sector

CUSTOMER CONSTRAINTS

CC

- Long response Time
- Waiting for queue in long period.
- Failed to track their goods.

AVAILABLE SOLUTIONS

AS

Available solution is not that much efficient and no importance is given to them.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

JOB TO BE DONE/PROBLEMS

- Superstructural investment are made by terminal operator ,many of which are private companies leasing the terminal.
- Port status should monitored via dashboard.

PROBLEM ROOT CAUSE

As the Indian Railway is increasing it is a main source of income for indian economy so it is important to analyze point traffic

BEHAVIOUR

BE

Heavy flow in itself tends to inhibit the more extreme forms of traffic behaviour such as speeding.

Focus on J&P, tap into BE, understand RC

Identify triggers IR & EM

TRIGGERS

IR

The traffic conditions and the factors that influence the capacity includes vehicle composition, turning, movements

YOUR SOLUTION

SL

- Our idea is to ask the details of their product and start destination with their given

CHANNELS of BEHAVIOUR

CH

ONLINE

Customer can track good in their place

OFFLINE

Customer can receive message after the product is reached their destination

