

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><ul style="list-style-type: none">• Government, public is the customer for smart solutions for railways• General public looking for Ticket booking</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>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.</p><ul style="list-style-type: none">•Huge Capital Outlay• Lack of Flexibility• Lack of Door to Door Service</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>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</p><p>When Customer Service Reps Are Rude to Clients</p><ul style="list-style-type: none">• You need a team of service personnel with a positive and can-do attitude against hiring people just on the basis of their experience.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><ul style="list-style-type: none">• To analyze the cost of ticket• To check whether it meets our requirements while travelling.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>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.</p><ul style="list-style-type: none">• Track and Poor State of Rolling Stock.• Lack of Modern Management</div>	<div>7. BEHAVIOUR<div>BE</div><p>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)</p><ul style="list-style-type: none">• Customer Service Reps Are Rude to Clients• Need a team of service personnel with a positive and can-do attitude against hiring people</div>	
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p><ul style="list-style-type: none">• To improve the freight rail services by focusing on making improvements on the main aspects: reliability, flexibility, costs and lead-time.</div>	<div>10. YOUR SOLUTION<div>SL</div><p>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.</p><p>A team of service personnel with a positive attitude by answering the customer questions. And making them convenient in all the ways. To feel them safe and secure.</p></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE</div><p>What kind of actions do customers take online? Extract online channels from #7</p><div>8.2 OFFLINE</div><p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p><p>ONLINE: Browsing various ways for booking tickets.</p><p>OFFLINE: Booking tickets post and prior.</p></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>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.</p><p>BEFORE:</p><ul style="list-style-type: none">• Feeling frustrated<p>AFTER:</p><ul style="list-style-type: none">• Feeling safe• Happy living</div>			

