Focus on J&P, tap into BE, understand

**Extract online &** 

offline CH of BE

AS

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fit into

# 1. CUSTOMER SEGMENT(S)

i.e. working parents of 0-5 v.o. kids

CS

Who is your customer?

The Customer is the passenger who needs to register a complaint report in the Railway management System

### 6. CUSTOMER CONSTRAINTS

1.Internet Connection

2.To Store the passenger details

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.

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

We are going to be different than the competition by providing the followings

- 1.By Displaying the complaint box
- 2.By Displaying the track of the ticket
- 3.By introducing the Chat bots

5. AVAILABLE SOLUTIONS

4. Automation sending the email agent name to the passenger.

## 2. JOBS-TO-BE-DONE / PROBLEMS

J&P

9. PROBLEM ROOT CAUSE

RC

7. BEHAVIOUR What does your customer do to address the problem and get the job done? BE

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one: explore different sides.

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.

- 1. While the report are been registered in the application the issues are been stored and the issues are been cleared.
- 2. The ticket of the complaint are tracked by the Railway management system and are been details are intimate to the customer.

indirectly associated; customers spend free time on volunteering work (i.e. Greenpeace)

i.e. directly related: find the right solar panel installer, calculate usage and benefits;

- 1. The issues of the complaint are stored in the application.
- 2. Instruction are been given step by step for no cause of issue.

# 3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Passenger Details are been collected

in the application for clear the issues

while ticket are booked the Railway Management take response for all the issues.

#### 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.

Before: The customers are stress of issues

After: After the issues are cleared the customer get normal.

# 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.

While booking the ticket and giving the details of the passenger trust and check the website in your internet. Without checking the website it may get the issues.

# 8. CHANNELS of BEHAVIOUR



8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

**Reporting problems to Chat bots** 

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

The details are been stored in the database



