

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<ul style="list-style-type: none">The passenger who travels in the train</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS<ul style="list-style-type: none">Ticketless travellingComfort journey</div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS<ul style="list-style-type: none">The location of the train should be updated in the stationNecessary essential should be done in any of the intermediate stations</div> <div>AS</div>	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEM<ul style="list-style-type: none">Ticketless travelling by the passengersThe inability to maintain the punctuality of trains.The train location should be updated frequently</div> <div>J&P</div>	<div>9. PROBLEM ROOT CAUSE<ul style="list-style-type: none">Some of the defects include worn out rails, weld problems, internal defects, corrugations and rolling contact fatigue (RCF) initiated problems such as surface cracks, head checks, squats, spalling and shelling. If undetected and/or untreated these can lead to rail breaks and derailments</div> <div>RC</div>	<div>7. BEHAVIOUR</div> <div>Directly related:<ul style="list-style-type: none">On arrival at their destination ,passengers to adhere to health protocols as prescribed by destination state</div> <div>Indirectly related:<ul style="list-style-type: none">Reduces the pressure by knowing the exact location</div> <div>BE</div>	Focus on J&P, tap into BE, understand RC

<div><div>3. TRIGGERS</div><div>TR</div><div><ul style="list-style-type: none">• <i>Forbid sharing your seat/berth with fellow passengers.</i>• <i>Flush toilets after use</i>• <i>Keep trains and station premises clean</i></div></div>	<div><div>10. YOUR SOLUTION</div><div></div><div><ul style="list-style-type: none">• <i>Automated traffic management systems</i>• <i>Track and update the live location of the trains</i></div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div><div>ONLINE:</div><div><ul style="list-style-type: none">• <i>The passengers can also file their complaints and suggestions on the web page</i></div></div><div><div>OFFLINE:</div><div><ul style="list-style-type: none">• <i>You can complain to TTE has complain book, can lodge your complain. Also you can complain to station master in the platform</i></div></div></div>
<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div><div>Before:</div><div><ul style="list-style-type: none">• <i>Cleanliness ,unhygienic , displeasure</i></div><div>After:</div><div><ul style="list-style-type: none">• <i>Liberated , delighted</i></div></div></div>		

Identify

Identify sources of information