

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID18159
Project Name	Project – Smart Solutions For Railways
Maximum Marks	2 Marks

Problem-Solution fit canvas 2.0
Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> <ul style="list-style-type: none"> 1.middle class working people 2.government 3.old people 4.school and college students 5.devotees 6.working female 	6. CUSTOMER CONSTRAINTS <small>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.</small> <ul style="list-style-type: none"> 1.lack of smart device 2.online transfer is difficult 3.lack of knowledge 	5. AVAILABLE SOLUTIONS <small>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</small> <ul style="list-style-type: none"> 1.they can use nearby browsing centers 2.online payment through post office 3.guidelines in lament terms in different language 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> <ul style="list-style-type: none"> 1.unplanned trips are difficult 2.missing of hard copy of tickets 3.long queues 4.preferred seat allocations are difficult 5.no location intimation of passenger journey 	9. PROBLEM ROOT CAUSE <small>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.</small> <ul style="list-style-type: none"> 1.immediate booking is not possible 2.in hurry, passengers miss the hard copy 3.more crowd in occasional days 4.random seat allocation 5.no availability of live location tracking 	7. BEHAVIOUR <small>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)</small> <ul style="list-style-type: none"> 1.preplanned booking 2.aware of taking tickets with them 3.choosing another mode of transport 4.adjusting of seat allocation 5.always connected with passengers 	
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> <ul style="list-style-type: none"> 1.advertisement 2.good feedback from the friends 	10. YOUR SOLUTION Creating online ticket booking platform with features like tickets in form of QR code, GPS, preferred seat allocation thereby providing safe, secure, comfort travel	8. CHANNELS of BEHAVIOUR <ul style="list-style-type: none"> 1.uploading authorized documents 2.online money transfer 	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER Frustrated,irritated,confused		8.2 OFFLINE Verification of their online tickets with TTR	

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