efine CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

People (Passengeís)

6. CUSTOMER CONSTRAINTS   `CC`

- Suppoíted to all devices
- Easily accessible
- Useí fíiendly

5. AVAILABLE   `AS`

- Use application to book tickets is the alteínative solution to the customeís
- Now the customeí book tíain tickets in íailway stations.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`

- Difficult to book tickets
- High papeí use

9. PROBLEMROOT CAUSE   `RC`

The main reason for this problem is heavy crowd and high paper usage.

7. BEHAVIOUR   `BE`

Ïickets can be booked at anywheíe at any anytime.

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

Identify strong TR & EM

3. TRIGGERS   `Tí`

Saves paper and work load

`R`

4. EMOTIONS: BEFORE / AFTER   `EM`

NO NEED OF TAKING PRINT OUT

· COUNTER TICKET HAS TO BE HANDLED WITH CARE, BUT SMS
ON MOBILE IS ENOUGH.

· YOU ARE BECOMING ENVIRONMENT FRIENDLY AND CONTRIBUTING FOR GREENER PLANET BY IGNORING PRINTOUT,

· NO NEED OF TAKING OUT WALLET AND SHOWING YOUR

10. YOUR SOLUTION   y

Providing a application for booking tickets which can be easily accesible.

8. CHANNELS of BEHAVIOUR   `CH`

- Online: Using applications tobook tickets.
- Offline: Píe booking of tickets.

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