

Define CS, fit into CC	1. CUSTOMER SEGMENT(S)  Senior citizens, Working Professionals	6. CUSTOMER CONSTRAINTS  Security, Network Connection	5. AVAILABLE SOLUTIONS  App for ticket booking	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS  Ticket Booking becomes easy	9. PROBLEM ROOT CAUSE  People can't wait to book ticket for so long time	7. BEHAVIOUR  Know how to use the app or scan using QR	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TO ACT  Advertisements, Promotions	10. YOUR SOLUTION  QR scanner for ticket booking, checking makes it easy	8. CHANNELS of BEHAVIOUR  8.1 ONLINE Website activities  8.2 OFFLINE Usage of ticket after download	Extract CH of BE
	4. EMOTIONS: BEFORE / AFTER  After this solution, saving time and easy booking of ticket			

