

Define CS, fit into CC	<div>1.CUSTOMER SEGMENT</div> <div>CS</div> <div>The passengers who are using railways as a mode of transport.</div>	<div>6.CUSTOMER LIMITATIONS</div> <div>CC</div> <div><ul style="list-style-type: none"><li>• Long waiting times for arrival of train.</li><li>• Complex ticket verification process.</li></ul></div>	<div>5.AVAILABLE SOLUTION</div> <div>AS</div> <div><ul style="list-style-type: none"><li>• Location updation to passengers</li><li>• Access ticket from anywhere anytime.</li></ul></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2.JOBS-TO-BE-DONE/PROBLEMS</div> <div>J&amp;P</div> <div><ul style="list-style-type: none"><li>• Say no to long queues</li><li>• Location tracking must be accurate.</li></ul></div>	<div>9. PROBLEM ROOT CAUSE</div> <div>RC</div> <div><ul style="list-style-type: none"><li>• Technology advancement in this area is limited.</li></ul></div>	<div>7.BEHAVIOUR</div> <div>BE</div> <div><ul style="list-style-type: none"><li>• Saves time spent in long queues.</li><li>• Uses advanced technology and reduces the manpower involved</li></ul></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3.TRIGGERS TO ACT</div> <div></div> <div><ul style="list-style-type: none"><li>• People standing in long queues for booking tickets.</li></ul></div>	<div>10.YOUR SOLUTION</div> <div></div> <div><ul style="list-style-type: none"><li>•Develop web application to reserve tickets.</li><li>•Passengers can track status of train using GPS</li><li>•Verify details of passenger using QR code.</li></ul></div>	<div>8.CHANNELS OF BEHAVIOUR</div> <div></div> <div><div>8.1 ONLINE</div><div>People can book tickets and get QR code</div><div>8.2 OFFLINE</div><div>Details verified by Ticket Collector.</div></div>	Identify strong TR & EM
	<div>4.EMOTIONS:BEFORE/AFTER</div> <div></div> <div><div>BEFORE : Tired,Frustrated</div><div>AFTER : Happy,Satisfied</div></div>			