

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> - People who need to travel. - Railway organizations and corporations around the world. 	6. CUSTOMER CONSTRAINTS CC <ol style="list-style-type: none"> 1. Unavailability of network in remote zones 2. High transaction fee 3. Varying mobile specifications hence compatibility issues 4. Server traffic 5. Restricted payment modes 	5. AVAILABLE SOLUTIONS AS <ol style="list-style-type: none"> 1. Ticket vending kiosks to avoid standing in lines 2. Wifi hotspots in public places 3. IRCTC Booking portal for remote booking 4. Unified payments system 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> - A smart integrated system that solves locomotive problems using modern technology. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> - People find a lot of hassle in present day train booking - The travel experience in trains need a little bit of personalization to make the travel experience better. - People carry too many documents and the checking process takes too much time. 	7. BEHAVIOUR BE <ol style="list-style-type: none"> 1. Move to locations where internet access is better 2. Subscribe to payment methods supported by existing applications 3. Purchase of smartphones 4. Adapting to the digital era 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> - Loss of user base due to competition. - General motive to equip for the future. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> - Weather based AC Temperature Control - AI Loco Pilot - AI Speed Recommender - DL based Train Network Load Balancer - Automatic Horn - Object Detector for Train Wheels - Fire and/or Smoke Detector - QR Scanner to verify users 	8. CHANNELS of BEHAVIOUR CH <p>.</p> <p>Online Channels</p> <ol style="list-style-type: none"> 1. Subscribe to payment methods supported by existing applications 2. Adapting to the digital era <p>Offline Channels</p> <ol style="list-style-type: none"> 1. Move to locations where access is better 2. Purchase of smartphones 	Identify strong TR & EM

	<div data-bbox="152 65 456 89" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="721 60 761 92" data-label="Text"><p>EM</p></div> <div data-bbox="152 116 224 137" data-label="Text"><p>Before:</p></div> <div data-bbox="174 167 584 221" data-label="List-Group"><ul style="list-style-type: none">- Frustration due to difficulty in booking.- Confused due to excess documents.<div data-bbox="152 258 201 279" data-label="Text"><p>After:</p></div><div data-bbox="174 317 754 339" data-label="List-Group"><ul style="list-style-type: none">- Less tense as people don't need to carry everything now.</div></div>			
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