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|------------------------|---|--|--|---------------------------|
| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Indian railways or the company who uses railway as their means of transport of their goods.</div> | <div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>As Indian railway is major source of income , It is difficult to keep track of traffics in major ports</div>                        | <div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Available solution is not that much efficient and no importance is given to them.</div>  | Explore AS, differentiate |
|                        | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div>All the information about the port traffic has to be analyzed efficiently.</div>      | <div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>As the Indian railway is increasing it is a main source of income for Indian economy so it is important to analyze port traffic</div> | <div>7. BEHAVIOUR<div>BE</div></div> <div>The customer has to get the up to day date about the traffic in the major ports</div>  |                           |
|                        | <div>3. TRIGGERS<div>TR</div></div> <div>Increased traffic led to need of analyzing the capacity and traffic in major ports</div>                     | <div>10. YOUR SOLUTION<div>SL</div></div> <div>Our Idea is to ask the details of their product and start destination with their given</div>  | <div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE<br/>Customer can track their goods in their place</div> <div>8.2 OFFLINE<br/>Customer can receive message after the product is reached their destination.</div> |                           |

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|  | <div data-bbox="152 60 456 92"><b>4. EMOTIONS: BEFORE / AFTER</b></div> <div data-bbox="152 92 714 116">After this no fear of losing their product happed, safety of product is increased..</div> <div data-bbox="721 60 761 92"><b>EM</b></div> |  |  |  |
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