Purpose/Vision

**ExploreAS,differentiate**

**Focus onJ&P,tapintoBE,understandRC**

**DeﬁneCS,ﬁtintoCC**

**Focus onJ&P,tapintoBE,understandRC**

• A person who travels in train. # Avoidable technical errors # A well developed tickets booking system.

• passengers. # lack of confusion while booking tickets, # Creating la QR code in which the details are present.

delayed arrival of train.

orneedtogetthejobdone?Whathavetheytriedinthepast?Whatpros&consdothesesolutionshave?i.e.penandpaperisanalternativetodigitalnotetaking

**AS**

**5.AVAILABLESOLUTIONS**

Whichsolutionsareavailabletothecustomerswhentheyfacetheproblem

Whatconstraintspreventyourcustomersfromtakingactionorlimittheirchoices

ofsolutions?i.e.spendingpower,budget,nocash,networkconnection,availabledevices.

**CC**

**6.CUSTOMERCONSTRAINTS**

**CS**

**1.CUSTOMERSEGMENT(S)**

Whoisyourcustomer?

i.e.workingparentsof0-5y.o.kids

\* To make the traveller to travel without. \* Not well developed tickets booking system.

facing any issues.

\* To make his journey better. \* Hiring well trained ticket collector. . Search for the trains as if you were going to

\* Due to some technical network issues. book a ticket. If it doesn’t show up, that’s

Search for the which the traveller need.

i.e. directly related: ﬁnd the right solar panel installer, calculate usage and beneﬁts;indirectlyassociated:customersspendfreetimeonvolunteeringwork(i.e.Greenpeace)

**BE**

**7.BEHAVIOUR**

Whatdoesyourcustomerdotoaddresstheproblemandgetthejobdone?

**RC**

**9.PROBLEMROOTCAUSE**

What is the real reason that this problem exists?Whatisthebackstorybehindtheneedtodothisjob?

i.e.customershavetodoitbecauseofthechangeinregulations.

**J&P**

**2.JOBS-TO-BE-DONE/PROBLEMS**

Whichjobs-to-be-done(orproblems)doyouaddressforyourcustomers?Therecouldbemorethanone;exploredifferentsides.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **IdentifystrongTR&EM** | **3.TRIGGERS TR**  \* Well developed train booking in other countries.  \* Accuracy of the train arrival and departure. | **10.YOURSOLUTION SL**  Developing an website or an app to book train ticket easily as it generate an QR code which has our travelling details. | 1. **CHANNELSofBEHAVIOUR CH**     1. **ONLINE**   $ check for reimbursement.  $ Agree to new booking .  $ call the customer service number.   * 1. **OFFLINE**   # booking and cancellation of tickets can be done in any station. | **Extractonline&ofﬂineCHofBE** |
| **4.EMOTIONS:BEFORE/AFTER EM**    \* Delay of train may cause inconvenience to the  Passenger  \* This can affect their schedules. |

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