

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)**CS**

Who is your customer?
i.e. working parents of 0-5 y.o. kids

6. CUSTOMER CONSTRAINTS**CC**

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

5. AVAILABLE SOLUTIONS**AS**

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS**J&P**

- ✓ Avoid Congestion
- ✓ Clear the crowd
- ✓ Set the arrival and departure time
- ✓ Don't sit on the railway

9. PROBLEM ROOT CAUSE**RC**

- ✓ Congestion
- ✓ Doest not obey the rules
- ✓ Wrong arrival and

7. BEHAVIOUR**BE**

- ✓ Passenger should obey the rules
- ✓ Passenger should not stand and sit on the paths and corridors
- ✓ Proper announcement of train arrival and departure

Identify strong TR & EM

3. TRIGGERS**TR**

Passengers should take care of their kids and baggages.
Railway masters should take care of the train arrival and departure.

4. EMOTIONS: BEFORE / AFTER**EM**

Before congestion and late arrival and departure
Passengers angry
After avoiding congestion and correct arrival and departure
Passengers happy

10. YOUR SOLUTION**SL**

Congestion avoided by clearing the paths on the railway track and clearing the crowd on the rail corridors. Set the arrival and departure time, if any delay announce it to the passenger. Display the road map of the rail ports will avoid confusion

8. CHANNELS of BEHAVIOUR**CH****8.1 ONLINE**

Customers should book the ticket through online and pay the money

8.2 OFFLINE

Customers can buy ticket offline at the rail ticket counter and pay the money through online transaction or direct transaction.