

|                         |  |  |   |                           |
|-------------------------|--|--|---|---------------------------|
| Define CS, fit into CC  | <div>1. CUSTOMER SEGMENT(S)<div>Passengers are our customers</div><div>CS</div></div>  | <div>6. CUSTOMER CONSTRAINTS<div>1.Better product development in the industry.<br/>2.Greater reliability and safety<br/>3.Operational efficiency<br/>4.Unique identification</div><div>CC</div></div>  | <div>5. AVAILABLE SOLUTIONS<div>In the case of Indian railways,the passenger data is primarily collected from the passengers in reservations/cancellation requisition forms and fed into the system in the form of manual entry.however in case of online ticketing system,the manual entry of passenger data still exists.To bypass pass the huge overhead of manual entry of this passenger data and to update the existing system to a more efficient one, a new model based on linkage through unique identity is proposed. Besides, the passenger identities would also undergo efficient verification process, which would be comprehensive and secure further. The introduction of a more efficient reservation system based on unique identification would facilitate handling the passenger data more efficiently with the help of inter-database interaction. Moreover this will be a step ahead in wiping out different sectors in the existing system, susceptible to corruption and other problems, thereby providing an excellent and efficient passenger service as addressed</div><div>AS</div></div> | Explore AS, differentiate |
|                         | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>The passengers face several problems while booking tickets like server and network issues.<br/><br/>Passenger can't find the location of the train or track the availability of the train</div><div>J&amp;P</div></div>   | <div>9. PROBLEM ROOT CAUSE<div>The main reason for the problem that has occurred due to lack of technology earlier since passengers find it difficult to book the ticket and track.<br/><br/>To overcome this problem we have introduced QR code and GPS tracker for booking and finding the locations of the train</div><div>RC</div></div>                     | <div>7. BEHAVIOUR<div>Listen to the customer and providing genuine empathy for the problem regarded which is a direct approach.<br/><br/>Markets and Markets outline the key trends that will shape the evolution of the passenger and freight rail industry. Smart railway infrastructure services and solutions are balanced to catalyze the next phase of growth in the rail transportation industry. Smart railway transportation can drive the transformation of rail networks from a basic means of transport to complex systems that are indispensable to society. Rail executives must strive to meet the demand for rail systems that are integrated into the global economy, competitive with other transportation systems, and flexible enough to meet global trade and passenger demands. Smart rail infrastructure is expected to lead to an expanded rail ecosystem, asset optimization, new revenue model opportunities, and new ways to serve customers.</div><div>BE</div></div>   |                           |
| Identify strong TR & EM | <div>3. TRIGGERS<div>Customers can be triggered to the application by the usage of their neighbors and by looking over the neighbors getting benefited by the application</div><div>TR</div></div>   | <div>10. YOUR SOLUTION<div>Our solution is to provide online reservation , that is we will be able to book tickets online and also we can generate the QR code for the same there by this QR code can be shown to the TTR if they ask.<br/><br/>Also our customers will be able to track the location of the train and not be panicked.</div><div>SL</div></div> | <div>8.CHANNELS of BEHAVIOUR<div>8.1 ONLINE<div>Customers try to request for the problems through the application like regarding how to use and how it is favoring them using the rating option through which we can find the behavior of the customers and actions can be taken if there is any issues</div><br/><div>8.2 OFFLINE<div>The big deal is by booking the tickets directly by standing in the queue for hours</div></div></div><div>CH</div></div>  | Identify strong TR & EM   |
|                         | <div>4. EMOTIONS: BEFORE / AFTER<div>BEFORE:<div>they feel nervous because there is no option to proceed to book the tickets rather than standing in the queue for hours and also not being able to track the location of the train</div><br/><div>AFTER :<div>Now the customers can track the location of the train easily and book tickets online and also get their compensation if any cancellation occurs.</div></div></div><div>EM</div></div> |  |   |                           |

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|