



- ❖ through internet instead of standing in long queue at ticket counter
- ❖ Solution requires internet and handheld devices throughout the journey

## BE 7. BEHAVIOUR

Why does this problem exist? What is the back story behind the need to do this job?

- ❖ To book train ticket through internet
- ❖ To track and update live location of train using GPS

- ❖ Old method is time consuming due to long queue chances missing the train even some passengers may travel without ticket, this factors affects the revenue of railways
- ❖ Modernize the railway system

## PROBLEMS

Which jobs-to-be-done (or problems)

do you address for your customers?

There could be more than one;

explore different sides.

What is the real reason that

What does your customer do to address

the problem and get the job done?

station and complete the

payment process

❖ Customer need to create

account and login into the

application

❖ Select boarding and departing

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| I<br>d<br>e<br>n<br>t<br>i<br>f<br>y<br>s<br>t<br>r<br>o<br>n<br>g<br>T | <b>3. TRIGGERS</b><br>What triggers customers to act?<br><br>People wish to avoid Long<br>queue at ticket counter to<br><br>reduce time consumption<br>and avoid mental pressure | <b>10. YOUR SOLUTION</b> If you are<br>working on an existing<br>business, write down your current<br>solution first, fill in the canvas, and check<br>how much it fits reality.<br>If you are working on a new business<br>proposition, then keep it blank until you fill in<br>the canvas and come up with a solution that<br>fits within customer<br>limitations, solves a problem and<br>matches customer behaviour. | <b>8. CHANNELS of BEHAVIOUR</b> 8.1<br><b>ONLINE</b><br>What kind of actions do customers take<br>online?<br>❖ User need login into the application and<br>booking ticket<br>❖ Make use of other features such as live<br>location of the train<br><br>8.2 <b>OFFLINE</b><br>What kind of actions do customers take<br>offline?<br>Station master may validate the ticket |  |
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4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a

problem or a job and afterwards?

Customer may worry about missing train due  
long queue(before)> instant booking gives them  
confidence

- ❖ Book train tickets through internet
- ❖ Tickets can be generated in QR code format
- ❖ User friendly interface is implemented
- ❖ Live location of the train and list of trains available to reach the destination can be updated