Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`
Passengers are the customers.

6. CUSTOMER CONSTRAINTS `CC`
- Fewer Maintenance Delays
- Restructured and Optimized Passenger Experience
- Advanced Analytics for Streamlined Operations

5. AVAILABLE SOLUTIONS `AS`
A GPS tracking device will be placed in train which is helpful to find the live status of the train. Booking tickets is made easier from a web page and for each ticket a unique QR will be provided.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`
Ticket:

To provide a web page or web app to the customers to book their railway tickets from anywhere at anytime.

Tracking:

The live status of the train must be updated to the passengers.

9. PROBLEM ROOT CAUSE `RC`
The passengers find it difficult to get the ticket by standing in queue. At the same time the passengers can't able to know the information about the delay of train.

To overcome this problem the ticket booking is made easier also with providing a unique QR and GPS module is installed in Train to track it.

7. BEHAVIOUR `BE`
According to the needs of the passengers we should provide a genuine empathy for the problem regarded.

Looking over the rating section we can easily find out how the customer gets issue while using the application.

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

Identify strong TR & EM

3. TRIGGERS `TR`
Customers can be triggered to the application by the usage of their neighbors and by looking over their neighbors.

4. EMOTIONS: BEFORE / AFTER `EM`
Before: They feel nervous because there is no option to proceed further and if they miss the train they can't track it too.

After: Now the passengers can track the live location of the train and will never lose their confidence.

10. YOUR SOLUTION `SL`
A web page will be provided and the passenger can sign in the page and they can book their train ticket using it. When a ticket is booked the passenger will get a unique QR code for further verifications by the railway department. The passenger can also track the live status of the train in that web page.

8. CHANNELS of BEHAVIOUR `CH`
ONLINE
Customers try to request for the problems through the application how they use and how it is favoring them using the rating option by which we can find the behavior of the customer and issues or problems they face.
OFFLINE
By direct booking of ticket they need to be in a queue for receiving a ticket which seems to be a big deal for the customers.

Extract online & offline CH of BE