

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> ➤ Passengers ➤ Ticket Checkers 	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> ➤ Minimising the paperworks for customers 	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> <ul style="list-style-type: none"> ➤ Passengers could take a monthly pass ➤ They can take the tickets in alternate stations 	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <ul style="list-style-type: none"> ➤ Passengers spend lot of time in queue for booking the ticket ➤ The seat availability of the train are not known ➤ The passengers cannot find the location of the train easily 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> ➤ Passengers are having difficulty purchasing tickets and tracking the location of the train. 	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> ➤ We can convey true empathy for the situation by listening to the customer. 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> ➤ Passengers should wait for a long time to book the tickets. ➤ Passengers cannot get the preferred seat location 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> ➤ A web app where the user can book their tickets easily ➤ The train location can be found on the web app ➤ TTE's can verify the tickets easily 	8. CHANNELS of BEHAVIOR CH <p>ONLINE</p> <ul style="list-style-type: none"> ➤ Passengers can book their tickets online and receive a QR code via SMS. <p>OFFLINE</p> <ul style="list-style-type: none"> ➤ Passenger information is maintained in the web application, and the ticket collector can access it at any time. 	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <ul style="list-style-type: none"> ➤ Booking the tickets and the verification can be done easily which saves more time 			