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1. CUSTOMER SEGMENT(S)

Who is your customer?

- Businessmen
- Family with kids
- Young adults
- Senior citizens
- Uneducated people

CC 6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

- Availability of train.
- Availability of required number of seats in a single compartment.
- Specific berth availability.
- Budget.

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- Long queues while booking in the absence of network access.
- Carrying a physical copy of ticket.
- Network connectivity.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

- Early booking expands choice for passengers.
- Regular tickets are way cheaper than tatkal tickets.
- Booking using IRCTC website.
- Showing SMS instead of a physical copy.

2. JOBS-TO-BE-DONE / **PROBLEMS**

- Track the live status of the arrival and departure of trains.
- Losing the ticket.
- Information about the cab/auto availability while nearing the destination.
- Remind passengers while reaching the destination.
- Providing provision for food ordering.

9. PROBLEM ROOT CAUSE

- Delayed reach causes inconvenience for the passengers.
- Fear of missing the correct station.
- Difficulty in carrying the tickéts safely.
- Difficult in finding auto/cabs when they reach the destination untime.
- Passengers safety.

7. BEHAVIOUR

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What does your customer do to address the problem and get the job done?

- Book the next travel a few hours late.
- Keep an alarm.
- Carry another copy or show SMS.
- Use a third party app for booking in advance.
- Sharing live google location to friends or family.

Explore AS, differentiate

AS

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3. TRIGGERS



- Easier booking.
- Ensures more safety.
- Food and travel in the same booking app increases the convenience for users.

4. EMOTIONS: BEFORE / AFTER



Insecure > safe Inconvenient > comfortable Impatient > assured

10. YOUR SOLUTION



A Web page designed for the public to book tickets based on availability and convenience.

The portal generates a QR code on booking and is used for verification while boarding. It basically serves as an E-ticket.

A GPS module is used in the train to track it and update the live status of the journey continuously through the App.

All the booking details of the customers will be stored in the database with a unique ID and retrieved back when the Ticket Collector scans the QR Code.

8. CHANNELS of BEHAVIOR



8.1 ONLINE

- Ticket booking
- Use third party app to book tickets
- Sharing live location
- Use third party apps to monitor train status

8.2 OFFLINE

- Set alarms
- Carry another copy
- Check seating chart