

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Indian railways of the company who uses railway as their means of transport of their goods.</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS As Indian railway is major source of income , It is difficult to keep track of traffics in major ports</div> <div>CC</div>	<div>5. AVAILABLE SOLUTIONS Available solution is not that much efficient and no importance is given to them.</div> <div>AS</div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand	<div>2. JOBS-TO-BE-DONE / PROBLEMS All the information about the port traffic has to be analyzed efficiently.</div> <div>J&amp;P</div>	<div>9. PROBLEM ROOT CAUSE As the Indian railway is increasing it is a main source of income for Indian economy so it is important to analyze port traffic</div> <div>RC</div>	<div>7. BEHAVIOUR The customer has to get the up to day date about the traffic in the major ports</div> <div>BE</div>	Focus on J&P, tap into BE, understand
Identify strong TR & EM	<div>3. TRIGGERS Increased traffic led to need Of analyzing the capacity and traffic in major ports</div> <div>TR</div>	<div>10. YOUR SOLUTION Our Idea is to ask the details Of their product and start destination with their given</div> <div>SL</div>	<div>8. CHANNELS of BEHAVIOUR 8.1 ONLINE Customer can track their goods in their place  8.2 OFFLINE Customer can receive message after the product is reached their destination.</div> <div>CH</div>	Identify product

4. EMOTIONS: BEFORE / AFTER

After this no fear of losing their product happened, safety of product is increased..

