Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   **CS**

People (Passengers)

6. CUSTOMER CONSTRAINTS   **CC**

- Supported to all devices
- Easily accessible
- User friendly

5. AVAILABLE SOLUTIONS   **AS**

- Use application to book tickets is the alternative solution to the customers
- Now the customer book train tickets in railway stations.
- The solutions has the advantage of booking tickets where they located. The customers do not have any digital devices are fit for the solution

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS   **J&P**

- Difficult to book tickets
- High paper use

9. PROBLEM ROOT CAUSE   **RC**

The main reason for this problem is heavy crowd and high papes usage.

7. BEHAVIOUR   **BE**

Tickets can be booked at anywhere at any anytime.

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS   **TR**

Facing difficulties due to heavy crowd

4. EMOTIONS: BEFORE / AFTER   **EM**

- Facing difficulties in booking tickets and carrying their id proofs.
- After giving solutions they are easyto book tickets and there is no need to carry any id proofs

10. YOUR SOLUTION   **SL**

Providing a application for booking tickets which can be easily accesible.

8. CHANNELS of BEHAVIOUR   **CH**

- Online: Using applications to book tickets.
- Offline: Pre booking of tickets.