

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b>  Passengers who uses railways is our customer.	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <b>CL</b>  Network Connection, Getting familiar with the digitized process.	<b>5. AVAILABLE SOLUTIONS</b> <small>PLUSES &amp; MINUSES</small> <b>AS</b>  Digitizing the booking and verification process & alert passenger before their destination arrives. Before times ticket booking was in person and verification was paaper pen work & passenger were unaware of timings. Digitizing the works reduces manual paper pen work and it becomes easier and time saving.	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <b>PR</b>  No current status of train location. Carrying the original ID's while travelling. Less efficiency of current application. Cannot select exactly the choice of seat due to mass booking. Huge database management is required. Server and connectivity issues.	<b>9. PROBLEM ROOT / CAUSE</b> <b>RC</b>  Paper pen works take time and can be time consuming. People in fast world wont like to still stand in a queue and book ticket.	<b>7. BEHAVIOR + ITS INTENSITY</b> <b>BE</b>  Passengers open website books ticket andd gets QR Code and it is just scanned by TTR while boarding.	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <b>TR</b>  Neighbour who boooked their tickets through website and said about paperless verifacaton . Know about new smart sytems in railways through news.  <b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <b>EM</b>  <b>Before:</b> Unaware, Time consuming, Difficulty . <b>After:</b> Aware, Time saving , Easy.	<b>10. YOUR SOLUTION</b> <b>SL</b>  Our solution is to design a website where we can book ticket and receive QR Code which can be scanned during boarding. Passengers can also monitor the train status and as well as they are alerted through mobile before their destination arrives.	<b>8. CHANNELS of BEHAVIOR</b> <b>CH</b>  <b>ONLINE</b>  Passengers book on their own.  <b>OFFLINE</b>  Passenger book through service centers or at railways.	Extract online & offline CH of BE

