

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <div>People (Passengers)</div>	6. CUSTOMER CONSTRAINTS CC <div><ul style="list-style-type: none">Supported to all devicesEasily accessibleUser friendly</div>	5. AVAILABLE SOLUTIONS AS <div><ul style="list-style-type: none">Use application to book tickets is the alternative solution to the customersNow 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</div>	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <div><ul style="list-style-type: none">Difficult to book ticketsHigh paper use</div>	9. PROBLEM ROOT CAUSE RC <div>The main reason for this problem is heavy crowd and high paper usage.</div>	7. BEHAVIOUR BE <div>Tickets can be booked at anywhere at any anytime.</div>	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR <div>Facing difficulties due to heavy crowd</div>	10. YOUR SOLUTION SL <div>Providing a application for booking tickets which can be easily accesible.</div>	8. CHANNELS of BEHAVIOUR CH <div><ul style="list-style-type: none">Online: Using applications to book tickets.Offline: Pre booking of tickets.</div>	Focus on J&P, tap into BE, understand RC
	4. EMOTIONS: BEFORE / AFTER EM <div><ul style="list-style-type: none">Facing difficulties in booking tickets and carrying their id proofs.After giving solutions they are easy to book tickets and there is no need to carry any id proofs</div>			
Identify strong TR & EM				