

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)</div> <div>Who is your customer?</div> <ul style="list-style-type: none">People of all age groups ranging from small kids to senior citizens as well as super senior citizens	CS	<div>6. CUSTOMER</div> <div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div> <ul style="list-style-type: none">Network connectivity issues inside the trainGetting used to the process especially senior citizensNowadays, the login captcha will be not be perfect	CC	<div>5. AVAILABLE SOLUTIONS</div> <div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div> <ul style="list-style-type: none">E-booking is an available solution but doesn't ensure safetyPassenger chart is available 3 hours before departure and passenger is alertedPen and paper use has reduced	AS	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one: explore different sides.</div> <ul style="list-style-type: none">E-ticket booking and proper allocation of seatsVerification of the customerLive tracking of the locomotive	J&P	<div>9. PROBLEM ROOT CAUSE</div> <div>What is the real reason that this problem exists? What is the back story behind the need to do this job?</div> <ul style="list-style-type: none">Paper pen usage contributed to lots of confusions and errorsThe long queues caused collision during peak hours and caused accidentsTTR was burdened with too much workloadPopulation growth, train capacity and expansion of railways led to this problemNeed for security	RC	<div>7. BEHAVIOUR</div> <div>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly generated: customers spend free time on volunteering work (i.e. Greenpeace)</div> <ul style="list-style-type: none">Customers self-learn to use the technologyThey book the tickets and then have to scan the QR code and show it to TTR while boardingThey track their journey or ask their family members to track incase of emergency they can alert the authorities	BE	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS</div> <ul style="list-style-type: none">Senior citizens waiting in long queues to book tickets, News on more efficient solutions in social mediaDrive for Digital India	TR	<div>10. YOUR SOLUTION</div> <div>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div> <ul style="list-style-type: none">Automatic door open for only booking passengers in trainSmart Ticketing Automated Fare CollectionAlert while nearing destination	SL	<div>8. CHANNELS of BEHAVIOUR</div> <ul style="list-style-type: none">Online: Customers don't rely on external sources anymoreOffline: People had to rely service centers or have to wait in stations	CH	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>Before: Less security, Time consuming, confusion After: Secured feeling, less time spent for booking, paperless tickets</div>	EM					