CH

AS

Explore AS, differentiate

# 1. CUSTOMER SEGMENT(S)

• People of all age groups ranging from small kids to senior citizens as well as super senior citizens

## 6. CUSTOMER

CS

J&P

TR

EM

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

- Network connectivity issues inside the train
- Getting used to the process especially senior citizens
- Nowadays, the login captcha will be not be perfect

#### 5. AVAILABLE SOLUTIONS

CC

RC

SL

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 dothese solutions have? i.e. nen and naner is an alternative to digital notetaking

- E-booking is an available solution but doesn't ensure safety
- Passenger chart is available 3 hours before departure and passenger is alerted
- Pen and paper use has reduced

# 2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- E-ticket booking and proper allocation of seats
- Verification of the customer
- Live tracking of the locomotive

# 9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job?

- Paper pen usage contributed to lots of confusions and errors
- The long queues caused collision during peak hours and caused accidents
- TTR was burdened with too much workload
- Population growth, train capacity and expansion of railways led to this problem
- Need for security

### 7. BEHAVIOUR

What does your customer do to address the problem and get the iob done? i.e. directly related; find the right solar panel installer, calculate usage and benefits; indirectly

- Customers self-learn to use the technology
- They book the tickets and then have to scan the OR code and show it to TTR while boarding
- They track their journey or ask their family members to track incase of emergency they can alert the authorities

# 3. TRIGGERS

Senior citizens waiting in long queues to book tickets. News on more efficient solutions in social media

Drive for Digital India

### 10. YOUR SOLUTION

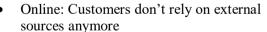
If you are working on an existing business, write down your current solution first, fill in he canvas, and check how much it fits reality.

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

- Automatic door open for only booking passengers in train
- Smart Ticketing Automated Fare Collection
- Alert while nearing destination

Before: Less security, Time consuming,

# 8. CHANNELS of BEHAVIOUR



Offline: People had to rely service centers or have to wait in stations

# 4. EMOTIONS: BEFORE / AFTER

confusion

After: Secured feeling, less time spent for

booking, paperless tickets



