

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Passenger who uses railways is our customer</div> <div>CS</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>Network Connection, Getting familiar with the digitilized process</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>Digitizing the booking and verification process & alert passenger before their destination arrives. Before times ticket booking was in person and verification was paper pen work & passenger where unaware of timings. Digitalizing the work reduces manual paper pen work and it becomes easier and time saving.</div>	Explore AS, different
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Ticket booking and verification process is the work to be done.</div>	<div>9. PROBLEM ROOT CAUSE</div> <div>RC</div> <div>Paper pen works takes time and can be time consuming. People in fast world wont like to still stand in a que and book ticket.</div>	<div>7. BEHAVIOUR</div> <div>BE</div> <div>Passengers opens website books ticket and gets QR Code and it is just scanned by TTR while boarding.</div>	Focus on J&P, tap into BE, understand RC

<div>3. TRIGGERS</div> <div>TR</div> <div>Neighbour who booked their tickets through website and said about paperless verification. Know about new smart systems in railways through news.</div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>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.</div>	<div>8. CHANNELSof BEHAVIOUR</div> <div>CH</div> <div>Online : Passenger book on their own. Offline : Passenger book through service centers or at railways.</div>
--	--	--

	<div data-bbox="152 57 479 81" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="152 89 607 116" data-label="Text"><p>Before : Unaware, Time consuming, Difficulty.</p></div> <div data-bbox="152 119 474 146" data-label="Text"><p>After : Aware, Time saving, Easy</p></div> <div data-bbox="721 52 766 84" data-label="Text"><p>EM</p></div>			
--	--	--	--	--