

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS People who are traveling in railways and ticket collectors	6. CUSTOMER CC No need of using any cash and with a proper network connection and device specifications and availability any person can use this app freely but a proper login credentials should be provided	5. AVAILABLE SOLUTIONS AS A webpage is designed in which the user can book tickets and will be provided with a QR code which will be shown to the ticket collector and the ticket collector will be scanning the QR code to get the passenger details.	Explore AS,
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS J&P In their busy schedule as fast roaming world public in need of online booking process. The queues in front of the ticket counters in railway stations have been drastically increased over the period of time	9. PROBLEM ROOT CAUSE RC The main reason for the problem that has occurred for due to lack of technology earlier since passengers find it difficult to book the ticket and track the location of train. To overcome this problem we have introduced QR code and GPS tracker for booking the ticket and finding the location of the train	7. BEHAVIOUR BE passengers can send a report from the help desk to the administrator by which we can verify their problems and solve them within the boarding time	Focus on J&P, tap into BE, understand
Identify strong TR & EM	3. TRIGGERS TR By the suggestion of other people who frequently travel long distances and through advertisements 4. EMOTIONS: BEFORE / AFTER EM Before using this app if passenger lost their ticket there in no alternative which makes him unhappy but by using this app the passengers can download their tickets from any place into their phone so there is no question of loseing	10. YOUR SOLUTION SL *A webpage is designed in which the user can book tickets and will be provided with a QR code which will be shown to the ticket collector and the ticket collector will be scanning the QR code to get the passenger details. * The webpage also shows the live locations of the train by placing a GPS module in the train. The location of the journey will be updated continuously in the webpage. * The booking details of the user will be stored in cloud	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE people can apply their tickets online by which they get QR codes and also they can look train live location online 8.2 OFFLINE In web application passenger details is stored and the ticket collector can view their details at any time.	Extract online & offline CH of BE