

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS The passengers who book train tickets in online are our customers	6. CUSTOMER CONSTRAINTS CC Network Bandwidth issue and people who were unaware of digital knowledge.	5. AVAILABLE SOLUTIONS AS Making the ticket booking and verification process online to avoid misuse activities and comfortable to the passengers to book tickets. Doing a continuous monitoring of train location so that passengers will be aware of train's departure at their respective stations.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Ticket booking and verification process to be done. Live location update also to be done	9. PROBLEM ROOT CAUSE RC Former system of ticket booking is a time consuming task as it requires pen , paper for it. People in the digital era never waits for standing in queue.	7. BEHAVIOUR BE Passengers have to book their tickets and they will get a QR code send to their mail ID' s and that QR Code will be verified by TTE while travelling.	

Identify strong TR & EM	3. TRIGGERS TR Neighbours who booked their tickets through websites and talked about paperless verification. Know about new smart system in railways through news	10. YOUR SOLUTION SL Our solution is to make a website where passengers can book their tickets and their tickets are verified by TTE through QR Code technology and we also propose a live train status monitoring system where users can see the train live status in the websites.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Passengers have to book their tickets on own in online mode 8.2 OFFLINE Passengers have to go to counters to book their tickets in offline mode.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <i>BEFORE</i> - Fake passengers, Insecure, Difficult, Inaccuracy in location update <i>AFTER</i> - Legal passengers, Secure, Fast and Easy, Accuracy in location update			