Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

The users/passengers travelling through train and TTR.

8. CUSTOMER — CC

Users will have a QR code generated with the unique ID which can be used for further process and they can track the live location of the train

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, differentiate

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

The queues in front of the ticket counters in railway have increased over the period of time.
And the workload regarding it has also increased the paperwork.

9. PROBLEM ROOT CAUSE — RC

Passengers find it difficult to book the ticket and track the location of train

To counter it a QR code and GPS tracker for booking the ticket and finding the location of the train

6. BEHAVIOUR — BE

We can find out how the customer has issues while using the application by sending their queries through the helpline /queries section present in the webpage itself.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

Saves paper and work load for the passenger.

4. EMOTIONS: BEFORE/ AFTER — EM

- No need of taking printout of the counter ticket, as it needs to be handled with care, a SMS on the mobile is enough.
- Online booking generates the OR code with unique ID makes it easy for the passengers to travel

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.

7. CHANNELS of BEHAVIOUR — CH

ONLINE

People can book their tickets through online and they get a QR code through the SMS /Mail.

OFFLINE

Passenger details is stored in the QR code and the ticket collector can view their details at any time by scanning the QR code.

Extract online & offline CH of BE