

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Passengers who are travelling in the train and ticket collector</div></div>	<div>6. CUSTOMER<div>CC</div><div>Reducing the paper work of customer.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>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.</div></div>	Explore AS, differentiate

Focus on J&P, tap into BE, understand	<div>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<div>J&P</div></div>	<div><div>9</div><div>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.<div>RC</div></div><div>To overcome this problem we have introduced QR code and GPS tracker for booking the ticket and finding the location of the train</div></div>	<div><div>By listening to the customer we can provide genuine empathy for the problem regarded.<div>BE</div></div><div>By looking over the ration session we can easily find out how the customer gets issues while using the application.</div></div>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><div>Saves paper and work load</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>*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 the database which can be retrieved anytime.</div></div>	<div>6.CHANNELS of BEHAVIOUR<div>CH</div><div>ONLINE<div>People can book their tickets through online and they get a QR code through sms</div></div><div>OFFLINE<div>In web application passenger details is stored and the ticket collector can view their details at any time.</div></div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div><ul style="list-style-type: none">NO NEED OF TAKING PRINT OUTCOUNTER TICKET HAS TO BE HANDLED WITH CARE, BUT SMS ON MOBILE IS ENOUGH.YOU ARE BECOMING ENVIRONMENT FRIENDLY AND CONTRIBUTING FOR GREENER PLANET BY IGNORING PRINTOUT,NO NEED OF TAKING OUT WALLET AND SHOWING YOUR TICKET TO TTR. JUST TELL YOUR NAME TO TTR THAT YOU ARE PASSENGER WITH A VALID PROOF.WHILE BOOKING COUNTER TICKET YOU HAD TO CARRY CASH AND WHILE BOOKING E-TICKET YOU ARE PAYING THROUGH ONLINE DIRECTLY FROM BANK WHICH MAKES WORK MORE EASY FOR YOU.</div></div>			