

Define CS, fit into CC		Explore AS, differentiate	
1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids Passengers	CS	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. They report the TC	CC 5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking Using the application the passengers can send an alert when they are in trouble while travelling
2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. Creating the application	J&P	9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. Problems while travelling like fire accident etc... The passenger can report the TC.	BE 7. BEHAVIOUR What does your customer do to address the problem and get the job done directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) The passenger can send an alert message for an TC and RPF using the application.
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC	
3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Fire accident, Robbery, Theft	TR	10. YOUR SOLUTION If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior. As trains are the most preferred transportation of people, simultaneously they are facing problems while traveling such as fire accidents, chain-snatching. To avoid all such brutality, we came up with a solution by providing an application. With a single click, this app addresses issues by sending text messages to TC and RPF as an alert.	CH 8. CHANNELS of BEHAVIOUR 8.1 ONLINE Passengers can approach directly using the App. 8.2 OFFLINE They struggle a lot
4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. BEFORE: Tensed, Panic AFTER: Relief, they enjoy their journey.	EM		Identify strong TR & EM
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