

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <p>The Central Government, which manages Indian Railways, will benefit most.</p> <p>The organization that routinely transports its goods</p>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <p>The Indian railway system is a pillar of our economy. It's crucial to analyse those because it's challenging to manage traffic in those major ports.</p>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <p>Several interlocking device types were introduced. Interlocking manually: Relay, Telematics, Mechanical, and Human Electronic, free-wired relay automatic interlocking.</p> <p>Failure of the interlocking system can result in a collision.</p> <p>There are two types of ERTMS, the common signalling and communication system.(ATP) GSM-R ETCS (European Train Control System) (Global System for Mobile Communications - Railway)</p> <p>None of these options were effective enough.</p>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <p>Data analytics can help in reducing rail corridor congestion and enhance the port connectivity</p> <p>Effective analysis must be done of all the port traffic data.</p> <p>A critical part of port development is port-rail connectivity, both from an economic and competitive perspective and to minimize the adverse externalities on people and the environment.</p>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <p>1.Delay in transporting goods</p> <p>2. Loss for Industries</p>	<b>7. BEHAVIOUR</b> <span>BE</span> <p>The customer is the one who sends their goods by train; they need to know if they will arrive safely. They also require the reputation of Indian Railways, which promotes growth for both parties.</p>	
Focus on J&P, tap into BE, understand RC				

Identify strong TR & EM	<b>3. TRIGGERS</b> <b>TR</b> Due to increased traffic, it was necessary to assess the capacity and traffic in key ports.	<b>10. YOUR SOLUTION</b> <b>SL</b>  Our Idea is to ask the details of their product and start destination with their given	<b>8.CHANNELS OF BEHAVIOUR</b> <b>CH</b>  8.1ONLINE Customer can track their goods in their place  8.2 OFFLINE After the product is reached their required destination Customer will be informed through a normal message which does 't required any network
	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b>  <b>BEFORE:</b> They were unhappy about their products.  <b>AFTER:</b> They were at ease and felt safe. Transportation		