

1. CUSTOMER SEGMENT(S) <ul style="list-style-type: none"> • Functional Traveler • Day Tripper • Tourist • Leisure-Hedonic Traveler • Office goers • College Students • Bloggers & Vloggers 	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> • I am unable to book the window seat. • Missed the Train Ticket. • While Raining the Ticket gets wet and tore. • Seats for Friends were allotted in different Compartments. 	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none"> • Using the QR Code instead of Physical Paper Tickets. • Providing an Service Through Web Application. • Using biometric verification or cloud technology
2.JOBS-TO-BE-DONE/ PROBLEMS <ul style="list-style-type: none"> • Replacing a QR Code instead of Physical Ticket Papers • Using an Web Application which gives an Option to Select the desired Seats while booking 	9. PROBLEMT ROOT CAUSE <ul style="list-style-type: none"> • Dynamic Allocation of Seat by the Railway Department. • Providing an Physical copy of Tickets to the Passenger. • Carelessness of the Passenger which leads them to loss the Ticket 	7. BEHAVIOUR <ul style="list-style-type: none"> • The desired seat selection option through web app admires the travelers. • Using The QR code instead of Paper Tickets attract the senior citizen who forgets the things always.
3. TRIGGERS <ul style="list-style-type: none"> • The advertisement through billboards in Junction triggers the passenger to utilize it. • Reading about a more efficient solution in the news. 4.EMOTIONS: BEFORE/AFTER <ul style="list-style-type: none"> • Before the Problem they lead an normal travel. • If the Problem arise they may feel insecure, guilty and some may get anger 	10. YOUR SOLUTION <ul style="list-style-type: none"> • Using the QR Code instead of Physical Paper Tickets. • Giving an Option in a Web application to Select the desired Seats while booking Tickets 	8. CHANNELS of BEHAVIOUR <ul style="list-style-type: none"> • Online : They should provide proper login credentials which may helps to get a duplicate copy of E-Ticket • Offline : In this, Passenger should carry a copy of Ticket and a QR code