

Project Design Phase - 01

Problem-Solution Fit


Team Id : PNT2022TMID38188

Project : Smart Solution For Railways

Problem-Solution Fit Template:

Problem-Solution fit canvas 2.0		Purpose / Vision	
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Railway Passenger. CS	6. CUSTOMER CONSTRAINTS Uncomfortable in choosing seat arrangements, Non confirmed transaction process, spending power. CC	5. AVAILABLE SOLUTIONS In person Ticketing system, Official government site for ticket booking and available of train tracking sites. AS
	2. JOBS-TO-BE-DONE / PROBLEMS Allowing passenger to book ticket on their comfortable seating arrangements and providing them the exact train running status via web application. J&P	9. PROBLEM ROOT CAUSE Insufficient of technology usage to track train location and unable to book specific seat as per passenger need. RC	7. BEHAVIOUR What does your customer do to address the problem and get the job done? Directly related: find the right site for making ticket purchase, knowing the exact train status. Indirectly associated: customers spend free time on searching the best service providing sites. BE
Focus on J&P, tap into BE, understand RC	3. TRIGGERS Seeing their neighbour booking tickets and travelling on comfortable while they are in rush. TR	10. YOUR SOLUTION Providing access to the passengers to select and book their journey seats on their comfortable coaches and providing them a exact train running status via web application. SL	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Passenger can track train and book ticket for travelling. CH
	4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? lost, insecure, uncomfortable > secure, comfort and in control. EM		8.2 OFFLINE What kind of actions do customers take offline? Passenger can view train route from maps.
Identify strong TR & EM			Extract online & offline CH of BE

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