Problem-Solution fit canvas 2.0

SMART SOLUTION FOR RAILWAYS TEAM ID:PNT2022TMID35843

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Passengers travelling by train

6. CUSTOMER CONSTRAINTS — CC

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.

1. Unpredictable change in schedule may disrupt the early planning
2. User may forget to take the proof/ticket during travel due to distractions
3. Internet unavailability
4. Incorrect data providing apps

5. AVAILABLE SOLUTIONS — AS

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

1. Early planning and ticket booking
2. Proper scheduling and checking of seats
3. Travelling with proper ID proof for security
4. Using any location providing app tp get accurate travel status

Explore AS, differentiate

Focus on J&P, tap into

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Railway passengers face a lot of issues at the railway ticket counters.
Limitation in number of ticket counters causes rush during festive seasons.
Sometimes Passengers need to face the unprofessional behaviour of Railway staffs at the counter.
Passengers are not notified about the delay in train timings.

9. PROBLEM ROOT CAUSE — RC

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.

1. Lack of development of the nation in technology and efforts of public
2. No interest and skill towards the technology developing sector in the relevant department
3. Unavailability of financial and authoritizing support from official sectors

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

1. Enquiring the issue by contacting officials
2. Widespreading the issue by means of news and social media network
3. Requesting government through petitions for providing solution

Focus on J&P, tap int C

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Getting to know about large number of people using online booking apps for other means of travel and comfortable travel facilities using technologies in other parts of the globe.

4. EMOTIONS: BEFORE / AFTER — EM

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.

Tensed and hasty feeling during booking and insecurity during travel

10. YOUR SOLUTION — SL

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 behaviour.

Conventional Counter Booking system must be replaced with a Smart online ticket booking system which can allow the users to book tickets online generating QR code to store user data and also updates the live location of the train.
With this proposed system we can resolve the problems faced at ticket counters and save a lot of time, manpower and resources.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Enquiring the issue by contacting officials,Requesting government through petitions for providing solution

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Widespreading the issue by means of news and social media network

Extract online & offline CH of BE

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