1. CUSTOMER SEGMENT   CS

Rail passengers

6. CUSTOMER CONSTRAINTS   CC

1. Device availability
2. Network connection
3. Time constraints

5. AVAILABLE SOLUTIONS   AS

1. Counter booking system
2. Live train location tracking
3. Online ticket booking system.

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS   J&P

1. Train timings and location must be more accurate.

2. Web page based ticket booking system as physical ticketing is so time consuming

3. Passengers must be intimated before destination arrives as passengers might miss the correct destination.

9. PROBLEM ROOT CAUSE   RC

1. The number of rail passengers is very high.

2. Less research and technological development in this area.

3. Counter ticket booking is not effective neither efficient.

7. BEHAVIOUR   BE

Directly related: Smooth and comfortable train journey saves more time.

Indirectly related: Reduced manpower.

Focus on J&P, tap into

Identify strong TR & EM

3. TRIGGERS   TR

- Busy crowd waiting for a long time to get tickets.
- Delay in train timings.
- Automation can assure quality service to passengers.

4. EMOTIONS: BEFORE / AFTER   EM

Before: Discomfort
After: Safety, contentment, Comfortable

10. YOUR SOLUTION   SL

- Reminder before train arrives and when destination is about to be reached.
- QR based ticketing.
- Web based ticket booking.
- Automatic door closing.
- Train location Tracking
- Weather update

8. CHANNELS of BEHAVIOUR   CH

ONLINE
- Ticket booking
- Updates on train location.