

Define CS, fi	<b>1. CUSTOMER SEGMENT(S)</b> Who is your customer? i.e. working parents of 0-5 y.o. kids  Common public people travelling by train (Railway passengers)	<b>6. CUSTOMER CONSTRAINTS</b> 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. Planning so earlier is not possible due to unpredictable personal/professional situations 2. They may fail to remember to carry the ID proofs due to carelessness or other busy work schedule 3. Lack of proper internet or user friendly applications giving improper updates	<b>5. AVAILABLE SOLUTIONS</b> 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. Booking atleast a month earlier before travel may reduce chances of seat unavailability 2. Taking government ID cards during travel may ease the process of examination 3. Getting location updates via GPS help them get to correct destination	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> What jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.  1. Waiting in queue for ticket purchase 2. Time consuming process 3. Involves lot of paper works 4. Not highly secure 5. Lack of additional updates about location and seat availability	<b>9. PROBLEM ROOT CAUSE</b> 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. Undeveloped status compared to other developed nations 2. Lack of proper knowledge and interest to find solution and execute them 3. Lack of finance and support in the respective official department 4. Lack of urge from the side of society	<b>7. BEHAVIOUR</b> 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. Contacting respective officers regarding their issues 2. Trying to bring out their problem through press or media people 3. Petitioning the government to provide an alternative solution for the ticket booking system 4. Shifting to other means of travel in large numbers may notify the society and can lead to a change	
<b>3. TRIGGERS</b> What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.  News about online bus travel applications and updation of facilities regarding railways in other countries.	<b>10. YOUR SOLUTION</b> 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.  Designing an user friendly webpage for ticket booking with features to check seat availability, QR code to store booking and passenger details, updation of live status of the journey continuously in the app.	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7 Shifting to other means of travel in large numbers may notify the society and can lead to a change, trying to bring out their problems through press or media people  <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Petitioning the government to provide an alternative solution for the ticket booking system, contacting respective officers regarding their issues	Extract online & o	
<b>4. EMOTIONS: BEFORE / AFTER</b> 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.  Feeling stressed, anxious and insecure due to unavailability of ticket updates and time consumption makes them hastier.				