Define CS, fit into CC

1. CUSTOMER SEGMENT(S)
Passenger who uses railways is our customer
CS

6. CUSTOMER CONSTRAINTS

Network Connection, Getting familiar with the digitilized process

5. AVAILABLE SOLUTIONS
Digitizing the booking and verification process & alert passenger before their destination arrives.

Before times ticket booking was in person and verification was paper pen work & passenger where unaware of timings.

Digitalizing the work reduces manual paper pen work and it becomes easier and time saving.

Explore AS, different

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS
Ticket booking and verification process is the work to be done.

9. PROBLEM ROOT CAUSE RC

Paper pen works takes time and can be time consuming. People in fast world wont like to still stand in a que and book ticket.

7. BEHAVIOUR BE
Passengers opens website books ticket and gets QR Code and it is just scanned by TTR while boarding.

Focus on J&P, tap into BE, understand

3. TRIGGERS
TR
Neighbour who booked their tickets through website and said about paperless verification. Know about new smart systems in railways through news.

10. YOUR SOLUTION
SL
Our solution is to design a website where we can book ticketand receive QR Code which can be scanned during boarding. Passengers can also monitor the train status and aswell as they are alerted through mobile before their destination arrives.

8. CHANNELSof BEHAVIOUR
CH
Online :Passenger book on their own.

Offline :Passenger book through service centersor at railways.

4. EMOTIONS: BEFORE / AFTER		
EM Before : Unaware, Time consuming, Difficulty.After : Aware, Time saving, Easy		