

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">PublicPassengervendor</div>	<div>6. CUSTOMER LIMITATIONS<div>CL</div><div>EG. BUDGET, DEVICES</div><ul style="list-style-type: none">Popup advertisementsServer maintenance issuesResources</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>PLUSES & MINUSES</div><ul style="list-style-type: none">Precise tracking through satellite(1)Train delay informationSeat booking</div>	Explore AS, differentiate											
	<div>2. PROBLEMS / PAINS + ITS FREQUENCY<div>PR</div><table><tr><td>• Train tracking</td><td>Everyday</td></tr><tr><td>• Bulk booking</td><td>As per user</td></tr><tr><td>• Train pass renewal</td><td>Notify near deadline</td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr><tr><td></td><td></td></tr></table></div>	• Train tracking	Everyday		• Bulk booking	As per user	• Train pass renewal	Notify near deadline							<div>9. PROBLEM ROOT / CAUSE<div>RC</div><ul style="list-style-type: none">Journey duration calculationHard to find seats for large numbersInsecured payments</div>
• Train tracking	Everyday														
• Bulk booking	As per user														
• Train pass renewal	Notify near deadline														
Identify strong TR & EM	<div>3. TRIGGERS TO ACT<div>TR</div><ul style="list-style-type: none">Connect through social accountSeasonal bookingAttractive coupons and discountsNotify every day updates</div> <div>4. EMOTIONS<div>EM</div><div>BEFORE / AFTER</div><div><div>Before</div><ul style="list-style-type: none">ConfusedDoubt full<div>After</div><ul style="list-style-type: none">Easy to accessFingertip information</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>Existing Solution:</div><div>There are some apps in the Market that provide services such as (erail.in, IRCTC official website)</div><div>Proposed Solution:</div><div>We provide</div><ul style="list-style-type: none">Smart user interfaceLive trackingSeat booking statusTrain delay updatesFood booking24/7 Customer supportSOS for emergency</div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div><div>ONLINE</div><ul style="list-style-type: none">Customer supports Through chat bot & mailOn time tracking & Seat booking status<div>OFFLINE</div><ul style="list-style-type: none">Customer supports Through callSOS message for any emergency purpose</div>	Extract online & offline CH of BE											