Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer ?

- ❖ **People who travel via train passengers**
- ❖ **who wants to book ticket remotely and also require list of trains scheduled**

6. CUSTOMER CONSTRAINTS `CC`

What constraints prevent your customers from taking action or limit their choices of solutions?

- ❖ **Some customers may struggle to use this application because they may not know how to use these kind of applications**
- ❖ **Unaware of such alternative way and still depend on old traditional method**

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?

- ❖ **Customers can book tickets through internet instead of standing in long queue at ticket counter**
- ❖ **Solution requires internet and handheld devices throughout the journey**

Explore AS, differentiate

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

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.

- ❖ **To book train ticket through internet**
- ❖ **To track and update live location of train using GPS**

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?

- ❖ **Old method is time consuming due to long queue chances missing the train even some passengers may travel without ticket, this factors affects the revenue of railways**
- ❖ **Modernize the railway system**

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?

- ❖ **Customer need to create account and login into the application**
- ❖ **Select boarding and departing station and complete the payment process**

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

Identify strong TR & EM

3. TRIGGERS `TR`

What triggers customers to act?

> People wish to avoid Long queue at ticket counter to reduce time consumption and avoid mental pressure

4. EMOTIONS: BEFORE / AFTER `EM`

How do customers feel when they face a problem or a job and afterwards?

Customer may worry about missing train due long queue(before)> instant booking gives them confidence

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.

- ❖ Book train tickets through internet
- ❖ Tickets can be generated in QR code format
- ❖ User friendly interface is implemented
- ❖ Live location of the train and list of trains available to reach the destination can be updated

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

What kind of actions do customers take online?

- ❖ User need login into the application and booking ticket
- ❖ Make use of other features such as live location of the train

8.2 OFFLINE

What kind of actions do customers take offline?

Station master may validate the ticket through QR code scanner