

1. CUSTOMER SEGMENT(S)

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

- in railway the main customer is the passengers. Where they can travel long distance with lower cost.
- in second the goods transportation. The goods can transport to another place in high quantity and less cost.

C

6. CUSTOMER CONSTRAINTS

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.

- Passengers, consigners and consignee are the customers of railway as they provide revenue to railway
- They expect for easy availability of ticket, confirm reservation, concession in fares and refunds as well as catering, passenger amenities and expeditious redressal of complaints and grievances

5. AVAILABLE SOLUTIONS

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

- In railway traffic, at peak hours, the infrastructure is extensively exploited for ensuring the trains circulation. It means that many trains travel within short time through critical points
- By adding an option to asking the feedback and improvement opinion from the passengers.
- Adding sensors to the track and train to avoid the pre checking time and the train can ready early for the journey.

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- The systems implement sharing of a real-time traffic plan, are deployed and in use
- Proposal of the concept of a real-time traffic plan to coordinate collaboration.
- To share the experience and complaints about the train about the timing and hygiene in a smart
- By adding an automatic station announcement in every compartment
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J&P

9. PROBLEM ROOT CAUSE

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.

- The employees are not taking the jobs in correctly and the problem are starting
- By taking the traffic plan the officers are not working in punctuality and there is nothing to record their works.
- The hygiene in the train and railway station was very poor and there are so many complication to inform in the
- People are missing their stations

RC

7. BEHAVIOUR

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)

- The customers shout take some responsibility to inform the problems to the authority's.
- By using the features in the app to inform the problems and feedback about the service.
- The passenger will alert to ready for their station

BE

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

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- **By giving rewards for the valuable feedback the passenger gets more interest to do this more.**
- **Make a clear publicity about the smart railway system.**
- **By changing the traffic many passengers get attracts.**

4. EMOTIONS: BEFORE / AFTER

EM

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.

- **The passengers are avoiding the trains early for the late but after this many passenger will happy for this**
- **Many passengers miss their stations in an long journey but after the smart announcement they will get an alert.**
- **By improving the hygiene passenger will get satisfied after the journey**
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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 behavior.

- **By giving more promotion the railway system will more useable by public**
- **The satisfaction of the passenger will increase**
- **The traffic of the train will decrease**
- **The human resource need become less**
- **This will suitable for all age group so the old people use the app more for their journey**
- **Adding an automatic station announcement system**

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

8.1 Online

- ***The passengers can track the train exact location and can calculate the departure time.***
- ***The passenger can book their tickets and can select their seats their own preferences.***

8.2 offline

- **By the app usage passengers will use the train more and the income will increase.**
- **By the station announcement the passenger getting an alert**