

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Passanger to travel	6. CUSTOMER CONSTRAINTS To prevent standing long queue for buying the ticket	5. AVAILABLE SOLUTIONS Not manidatory to carry the hard copy of tickets,digital soft copy of the ticket is enough. Emerency/urencgy situations to book the tickets easily	Explore AS, differential
	2. JOBS-TO-BE-DONE / PROBLEM Fast ticket booking job is done instead of standing in long queue in usal ticket booking counter To know the current status running of train & schedule timing	9. PROBLEM ROOT CAUSE For existing issue to avoiding a standing in long queue's In issue of missing the ticket	7. BEHAVIOUR It's having additional charge 's by usal direct tickets	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS To avoid the waiting for the tickets in ticket counter	10. YOUR SOLUTION Mobile appilcation for booking the tickets	8. CHANNELS of BEHAVIOUR Online: Ensure the network connectivity alaways. Offline: To notice the PNR number of the ticket.	P t
	4. EMOTIONS: BEFORE / AFTER Easy booking of tickets makes me feel better			

I d e n t i f

I d e n t i f y s t r o n g T R & E