

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <ul style="list-style-type: none"> To provide services it mainly focuses on Internet tickets, Travel and Tourism for the customers to be booked. 	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> Maximum length of the drivers shift. Holidays Necessary technological times. 	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none"> To identify the faulty tickets using QR code GPS can track the current location of the train. 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none"> Only few bookings could be made due to manual operation. A hTuman does not know from which place the train is currently coming from, so many passengers may have to wait for the train or miss the train. 	9. PROBLEM ROOT CAUSE <ul style="list-style-type: none"> It takes enormous amount of time for recording transactions. It is the use of faulty tickets by passengers while travelling by train. 	7. BEHAVIOUR <ul style="list-style-type: none"> The passengers has a major influence on operational components such as passengers flows in railway stations, passenger exchange times and thus the punctuality of trains. 	Focus on J&P, tap into BE, understand RC
	3. TRIGGERS <ul style="list-style-type: none"> The experience of travelling India on the Indian railways unique and cannot be experienced anywhere else in the world. 	10. YOUR SOLUTION <ul style="list-style-type: none"> After booking the train, the person will get a QR code which has to be shown to the ticket collector and it can be authorized. The GPS sensor present on the train used to locate the current location. 	8. CHANNELS OF BEHAVIOUR <ul style="list-style-type: none"> Online Underlying the mechanism of virtual shopping and the behavior of the online consumer is a priority issue for practitioners competing in the first expanding virtual marketplace. 	

- Offline**

It is the ultimate consumer who prefers to visit traditional stores or contact salesman/use magazines/ newspaper telephonic media by any product/service.

	<p>4. EMOTIONS: BEFORE / AFTER</p> <ul style="list-style-type: none">• Opting for train is based on the customer needs and related to his/her expectation of the train journey.• I feel railway platforms reflect the welter of human emotions and vignettes of life.			
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