

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS 1) Female passengers. 2) College students.	6. CUSTOMER CONSTRAINTS CC 1) Lack of response.	5. AVAILABLE SOLUTIONS AS 1) Whenever demanded by the passengers. (two cycles of four hours each) 2) Security cameras in the railway station.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P 1) Inadequate security, poor maintenance of toilets. 2) Late arrival of train.	9. PROBLEM ROOT CAUSE RC 1) Lack of security guards and sanitary workers. 2) Monitoring mechanism is up in years.	7. BEHAVIOUR BE Direct : Complaining to the respective officer. Indirect : Defensive mentality.	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR 1) More theft problems and poor response. 2) Cannot reach the study area in time.	10. YOUR SOLUTION SL 1) Indian railways have to improve greatly by introducing toiletries, bidets, and bio-toilets and have a vision on its cleanliness. • Indian railways should plan to affix security cameras inside the trains to avoid theft. 2) An effective monitoring mechanism should be implemented to avoid delayed arrival of trains.	8.CHANNELS of BEHAVIOUR CH Online : Uploading the issue through social media. Offline : Complaining to the higher officials.	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Before : 1) Insecure. 2) Stressed. After : 1) Secure. 2) Mentally relaxed.			