

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Passengers, Voyagers who wish to travel to different Locations.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Passengers cannot choose the seats they prefer. They have to carry a physical ticket which may get lost. Passengers who got to go quick may not have enough time to Wait for the train indefinitely.</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>Passengers can take multiple physical copies of a ticket to prevent losing them. TTE will have to manually verify the identify of each passenger.</div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div>The live location of the train must be easily accessible by the users. Ticket verification must be streamlined. Unnecessary documents should not be carried by passengers.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Train booking infrastructure is outdated. Popularity of train travel has exploded. Train are rarely on schedule</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>Bring original documents on train rides. Take multiple copies of train tickets. Arrive at station early to ensure they don't miss the train.</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

Holidays
Neighbours going on vacation
Work-related travel

4. EMOTIONS: BEFORE / AFTER

EM

Confident -> Confused: No way to know about the validity of the ticket
Excited -> Impatient: Not sure when train will arrive
Energetic -> Tired: TTE ticket verification takes too long per person

10. YOUR SOLUTION

SL

Using GPS modules to provide users with the train's location and estimated time of arrival.

A web UI will be used as a portal for users, which also generates unique QR codes on successful ticket booking.

QR codes can be used to streamline the ticket verification process.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

Ticket booking through IRCTC website

8.2 OFFLINE

Arriving at station early to check train status

Verifying passenger's ID proof