

Define CS, fit into CL	<b>1.CUSTOMER SEGMENT(S)</b> <span>CS</span> <div> <p>Customers are</p> <ul style="list-style-type: none"> <li>Functional traveler</li> <li>Day tripper</li> <li>Train lover</li> <li>Leisure-hedonic traveler</li> </ul> </div>	<b>5.CUSTOMER LIMITATIONS</b> <span>CL</span> <div> <p>Not all online booking systems are created equally. When choosing a provider that offers poor customer service or only a few features available might be frustrating to the customer especially when you're ready to grow your business.</p> </div>	<b>8. AVAILABLE SOLUTION</b> <span>AS</span> <div> <p>When getting wait listed tickets,</p> <ul style="list-style-type: none"> <li>Book ticket from an earlier station but still travel on your desired route</li> <li>Book ticket to a later station but still travel on your desired route.</li> </ul> </div>	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	<b>2.PROBLEMS/PAINS</b> <span>PR</span> <div> <ul style="list-style-type: none"> <li>Passengers invest a lot of time in booking tickets at the counter every time they wish to have a train travel</li> <li>Business men and travelers often face anxiety upon not knowing the exact arrival of train</li> <li>TTE has to process huge paperwork to verify passenger tickets</li> </ul> </div>	<b>6.PROBLEM ROOT /CAUSE</b> <span>RC</span> <div> <ul style="list-style-type: none"> <li>Because of no online facility to book tickets from the place where users are.</li> <li>Delay occurs in the arrival and departure schedules of a train and there is no proper tracking mechanism to notify the travelers where the train is presently.</li> <li>No mechanism to verify user identity wherein everything is maintained in paper records.</li> </ul> </div>	<b>9. BEHAVIOR</b> <span>BE</span> <div> <ul style="list-style-type: none"> <li>Users try to book tickets via some agency</li> <li>Often enquire the helpdesk to know when the train will arrive</li> <li>TTE tries to have soft copy of passenger details in order to decrease paperwork</li> </ul> </div>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<b>3.TRIGGERS TO ACT</b> <span>TR</span> <div> <p>Railway passengers see their neighbours easily booking tickets without having to wait in long lines.</p> </div> <b>4.EMOTIONS</b> <span>EM</span> BEFORE / AFTER <div> <p>Previously, users perceived that task of booking ticket was time-consuming . After using an online method to book tickets at their own pace and time gives convenience.</p> </div>	<b>7. YOURS SOLUTION</b> <span>SL</span> <div> <p>A web UI, which can be used on any common device, is designed to enable online ticket booking, and a QR code is generated for the user who booked the ticket to verify it with a travelling ticket examiner(TTE),thereby reducing both the workload of the user and the paperwork of the TTE.</p> </div>	<b>10. CHANNELS OF BEHAVIOR</b> <span>CH</span> <div> <p>ONLINE</p> <div> <p>Passengers will check on various platforms to book their tickets easily.</p> <p>TTE maintain details in soft copy.</p> </div> <p>OFFLINE</p> <div> <p>Passengers compare different agencies to book their tickets easily.</p> <p>TTE will try to have passenger details in hard copy</p> </div> </div>	Extract online & offline CH of BE