

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Indian railways or the company who uses railway as their means of transport of their goods.</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>As Indian railway is major source of income , It is difficult to keep track of traffics in major ports</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>Available solution is not that much efficient and no importance is given to them.</p></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><p>All the information about the port traffic has to be analyzed efficiently.</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>As the Indian railway is increasing it is a main source of income for Indian economy so it is important to analyze port traffic</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>The customer has to get the up to day date about the traffic in the major ports</p></div>	
Focus on J&P, tap into BE, understand				Focus on J&P, tap into BE, understand
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><p>Increased traffic led to need of analyzing the capacity and traffic in major ports</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>Our Idea is to ask the details of their product and start destination with their given</p></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE Customer can track their goods in their place</div><div>8.2 OFFLINE Customer can receive message after the product is reached their destination.</div></div>	Focus on J&P, tap into BE, understand

	<div data-bbox="152 60 456 92">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="152 92 714 116">After this no fear of losing their product happed, safety of product is increased..</div> <div data-bbox="721 60 761 92">EM</div>			
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