

Define CS, fit into CC

CUSTOMER SEGMENT(S)

CS

Who is your customer?

According to our problem statement, the customer prefers trains as a form of transportation

CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

The passengers are able to handle our application with ease. The App, which is available on all smart devices and can only be used with a network connection, causes some difficulty for older persons to handle or use.

AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or need to get the job done?
What have they tried in the past ?
What pros & cons do these solutions have?

If the app crashes or an error occurs while using it, passengers can book their tickets through the website. Previously, passengers had to travel to their nearest rail station to resolve such issues, but our solution is now quite simple and convenient.

Explore AS, differentiate

Focus on J&P, tap into

JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers?

The client information is kept in a database that can be accessed by scanning the QR code, and an application that allows users to book tickets based on available seats should be created.

PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists ? What is the back story behind the need to do this job?

Our application often requires an internet connection, therefore when neither is present, the functionality of the QR code scanner or the ability to book tickets are interrupted.

BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?

If there is an issue, customers can contact customer support, and they will receive a prompt response. Customers can also provide feedback on the app for it to be improved even more.

Focus on J&P, tap int C

Identify strong TR & EM

TRIGGERS

TR

What triggers customers to act?

If a person needs to go a long way, he or she can use this app to reserve tickets, find out the location of the train using GPS, and share all of the information with family members. This causes the app to be installed and used.

EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?

After using this application, the customer feels comfortable buying tickets. Elderly people are free to choose their own pleasant seats. Verifying tickets using a QR code can save you a bunch of time.

YOUR SOLUTION

SL

Our solution is to develop a mobile application that allows users to book tickets while also viewing available seats. Along with a database where customer information is saved, it also includes Smart QR verification.

CHANNELS OF BEHAVIOUR

CH

ONLINE :
What kind of actions do customers take online?

Customers can submit feedback online in the setting option's support section.

OFFLINE :
What kind of actions do customers take offline?

Customers can send a message or email to the appropriate official immediately in offline mode.

Extract online & offline CH of BE