

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Train booking infrastructure is outdated RC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

	<p>3. TRIGGERS</p> <p>Holidays</p> <p>Neighbours going on vacation</p> <p>Work-related travel</p>	<p>10. YOUR SOLUTION</p> <p>Using GPS modules to provide users with the train's location and estimated time of arrival.</p> <p>A web UI will be used as a portal for users, which also generates unique QR codes on successful ticket booking.</p> <p>QR codes can be used to streamline the ticket verification process.</p>	<p>8. CHANNELS of BEHAVIOUR</p> <p>8.1 ONLINE</p> <p>Ticket booking through IRCTC website</p> <p>8.2 OFFLINE</p> <p>Arriving at station early to check train status</p> <p>Verifying passenger's ID proof</p>	<p>strong TR & EM</p>
	<p>4. EMOTIONS: BEFORE / AFTER</p> <p>Confident -> Confused: No way to know about the validity of the ticket</p> <p>Excited -> Impatient: Not sure when train will arrive</p> <p>Energetic -> Tired: TTE ticket verification takes too long per person</p>			