

Problem Solution Fit

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <div> <p>Customers are</p> <ul style="list-style-type: none"> Functional traveler Day tripper Train lover Leisure-hedonic traveler </div>	6. CUSTOMER LIMITATIONS CL <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>	5. AVAILABLE SOLUTIONS AS <div> <p>When getting wait listed tickets,</p> <ul style="list-style-type: none"> Book ticket from an earlier station but still travel on your desired route Book ticket to a later station but still travel on your desired route. </div>	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS PR <div> <ul style="list-style-type: none"> ➤ Passengers invest a lot of time in booking tickets at the counter every time they wish to have a train travel ➤ Business men and travelers often face anxiety upon not knowing the exact arrival of train ➤ TTE has to process huge paperwork to verify passenger tickets </div>	9. PROBLEM ROOT / CAUSE RC <div> <ul style="list-style-type: none"> ➤ Because of no online facility to book tickets from the place where users are. ➤ 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. ➤ No mechanism to verify user identity wherein everything is maintained in paper records. </div>	7. BEHAVIOR BE <div> <ul style="list-style-type: none"> ➤ Users try to book tickets via some agency ➤ Often enquire the helpdesk to know when the train will arrive ➤ TTE tries to have soft copy of passenger details in order to decrease paperwork </div>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <div> <p>Railway passengers see their neighbours easily booking tickets without having to wait in long lines.</p> </div> 4. EMOTIONS EM 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>	10. YOUR SOLUTION SL <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>	8. CHANNELS of BEHAVIOR CH <div> <p>ONLINE</p> <p>Passengers will check on various platforms to book their tickets easily. TTE maintain details in soft copy.</p> <p>OFFLINE</p> <p>Passengers compare different agencies to book their tickets easily. TTE will try to have passenger details in hard copy</p> </div>	Extract online & offline CH of BE