

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

General population including both men and women of all ages

specially designed for people to book tickets in emergency situation.

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

I will interact them has very humble,  
Then will explain our norms

5. 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? i.e. pen and paper is an alternative to digital notetaking

1] To reduce ticket cost for each class of people  
2] Increase the passengers safety to using IOT devices

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1] ticket cost high  
2] some technical problem in IOT devices

9. 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?  
i.e. customers have to do it because of the change in regulations.

Customers are on the lookout for other solutions that enable them to book tickets with ease through online apps.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?  
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

initially we would convey the instructions and explain the exact pro

Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Best travelling experience by using functional devices and low cost for ticklets

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.  
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

To design a web page for the public to book tickets after booking the person will receive the QR code.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE  
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE  
What kind of actions do customers take offline? Extract offline

8.1 ONLINE  
Customer need not carry the print out of the tickets with them. 24/7 ticket booking service is available online.

8.2 OFFLINE  
Customer need to stand in long queue to book tickets which is a waste of time.

Sorry for the inconvenience moment we will try to resolve the problem next time

Using python code, the ticket collector can use the QR code for verification.

Using GPS module live location can be tracked.

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER



How do customers feel when they face a problem or a job and afterwards?  
i.e. lost, insecure > confident, in control – use it in your communication strategy  
& design.

channels from #7 and use them for customer development.

Identify strong TR & EM