

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

- General population including both men and women of all ages
- specially designed for people to book tickets in emergency situation.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Web page has to be designed to book train tickets.
- Python code is developed to scan the QR code and to track the live location.
- Create a database to store client information.

Focus on J&P, tap into BE, understand

6. CUSTOMER CONSTRAINTS

CC

- Network connection
- Privacy and security concerns
- ID/Proof verification.

9. PROBLEM ROOT CAUSE

RC

- Nowadays people make plans to travel on the go and it is difficult to book tickets immediately. This may frustrate people.
- Customers are on the lookout for other solutions that enable them to book tickets with ease through online apps.

5. AVAILABLE SOLUTIONS

AS

- There are applications available to book train tickets online but those apps do not provide QR for verification and live tracking facilities.

7. BEHAVIOUR

BE

- Customers do web searches to discover alternative answers to the issues they encounter.
- The customers feel satisfied by using our apps along with the advantages such as live location tracking and QR code for verification and then it will be their go to solution.

Explore AS, differentiate

Focus on J&P, tap into BE, understand

3. TRIGGERS

TR

- In this busy world, people are not ready to stand in queues to book train tickets.
- This triggers customers to move onto online solutions to book tickets for their destination.

4. EMOTIONS: BEFORE / AFTER

EM

BEFORE

Customers get frustrated by standing in queues for a very long time to book tickets at the right time.

AFTER

Customers feel relieved as they can book tickets from the comfort of their home This saves them time from standing in long queues and also people can know the whereabouts of the train (live location).

10. YOUR SOLUTION

SL

- To design a web page for the public to book tickets after booking the person will receive the QR code.
- Using python code, the ticket collector can use the QR code for verification.
- Using GPS module live location can be tracked.

8. CHANNELS of BEHAVIOUR

CH

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 inlong queue to book tickets which is a waste of time.

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l p e n u n d e r s t a n d

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