

Project Design Phase
Problem – Solution Fit Template

1. CUSTOMER SEGMENT (CS)

• **Who is your customer?**

- o **Metro Passengers:** Daily commuters who require fast and hassle-free ticket booking.
 - o **Occasional Travelers:** Users who need simple and quick access to metro tickets without standing in queues.
 - o **Metro Administration:** Responsible for managing ticketing operations, fare rules, and passenger flow.
 - o **Support & Operations Team:** Handle ticket-related issues, validations, and system monitoring.
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2. JOBS TO BE DONE / PROBLEM (JBP)

• **What jobs is the user trying to do?**

- o Book metro tickets quickly and conveniently.
 - o Select source and destination stations and view accurate fares.
 - o Receive a valid digital ticket instantly for metro travel.
 - o Enter metro stations smoothly using QR-based ticket validation.
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3. TRIGGERS (TR)

• **What triggers customers to seek a solution?**

- o Long waiting times at physical ticket counters.
 - o Inconvenience of carrying paper tickets or cash payments.
 - o Rush-hour crowd management issues at metro stations.
 - o Need for contactless and digital travel solutions.
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4. EMOTIONS BEFORE / AFTER (EB / EA)

- **Before:**

Frustrated by long queues, anxious about missing trains, and stressed due to manual ticketing delays.

- **After:**

Relieved by instant ticket booking, confident with QR-based digital tickets, and satisfied with a smooth and paperless travel experience.

5. CUSTOMER CONSTRAINTS (CC)

- **What prevents customers from solving the problem?**

- o Dependence on manual ticket counters.
 - o Limited availability of staff during peak hours.
 - o Lack of real-time fare calculation and instant ticket delivery.
 - o Risk of ticket loss or damage in paper-based systems.
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6. AVAILABLE SOLUTIONS (AS)

- **How do customers solve this today?**

- o Manual ticket booking at metro counters.
 - o Token-based systems with physical interaction.
 - o Third-party mobile applications with limited integration.
 - o Cash-based or semi-digital ticketing systems.
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7. PROBLEM ROOT CAUSE (RC)

- **What is the real reason for the problem?**

- o Heavy reliance on manual and semi-automated ticketing processes.
 - o Lack of centralized automation for fare calculation and ticket generation.
 - o Disconnected systems for booking, validation, and notifications.
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8. YOUR SOLUTION (SL)

- **How does your solution address the problem?**

- o **ServiceNow Service Portal:** Enables users to book metro tickets digitally from anywhere.
 - o **Automated Fare Calculation:** Uses predefined fare rules to calculate ticket cost instantly.
 - o **QR Code Ticket Generation:** Automatically generates unique digital tickets.
 - o **Flow Designer Automation:** Handles ticket creation, validation, and notifications seamlessly.
 - o **Email/SMS Notifications:** Sends tickets directly to users for easy access.
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9. CHANNELS OF BEHAVIOR (CH)

- **Digital:**

ServiceNow Service Portal for booking, Email/SMS for ticket delivery, and QR scanners at metro gates.

- **Physical / Process:**

Metro entry and exit gates using QR code validation for access control.

10. UNFAIR ADVANTAGE (UA)

- **Why is your solution better?**

- o **Platform Integration:** Built entirely on ServiceNow, eliminating the need for external ticketing tools.

- o **Automation-Driven:** Reduces manual intervention and human errors.

- o **Scalable:** Easily supports high passenger volumes during peak hours.

- o **Contactless & Secure:** Ensures safe, fast, and paperless metro travel.