

**Project Design Phase**  
**Problem – Solution Fit Template**

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### **1. CUSTOMER SEGMENT (CS)**

- **Who is your customer?**
    - **Metro Passengers:** Daily commuters who require fast and hassle-free ticket booking.
    - **Occasional Travelers:** Users who need simple and quick access to metro tickets without standing in queues.
    - **Metro Administration:** Responsible for managing ticketing operations, fare rules, and passenger flow.
    - **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?**
    - Book metro tickets quickly and conveniently.
    - Select source and destination stations and view accurate fares.
    - Receive a valid digital ticket instantly for metro travel.
    - Enter metro stations smoothly using QR-based ticket validation.
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### **3. TRIGGERS (TR)**

- **What triggers customers to seek a solution?**
    - Long waiting times at physical ticket counters.
    - Inconvenience of carrying paper tickets or cash payments.
    - Rush-hour crowd management issues at metro stations.
    - 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.

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## 5. CUSTOMER CONSTRAINTS (CC)

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

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

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

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

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

- Heavy reliance on manual and semi-automated ticketing processes.
  - Lack of centralized automation for fare calculation and ticket generation.
  - 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.

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## 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.