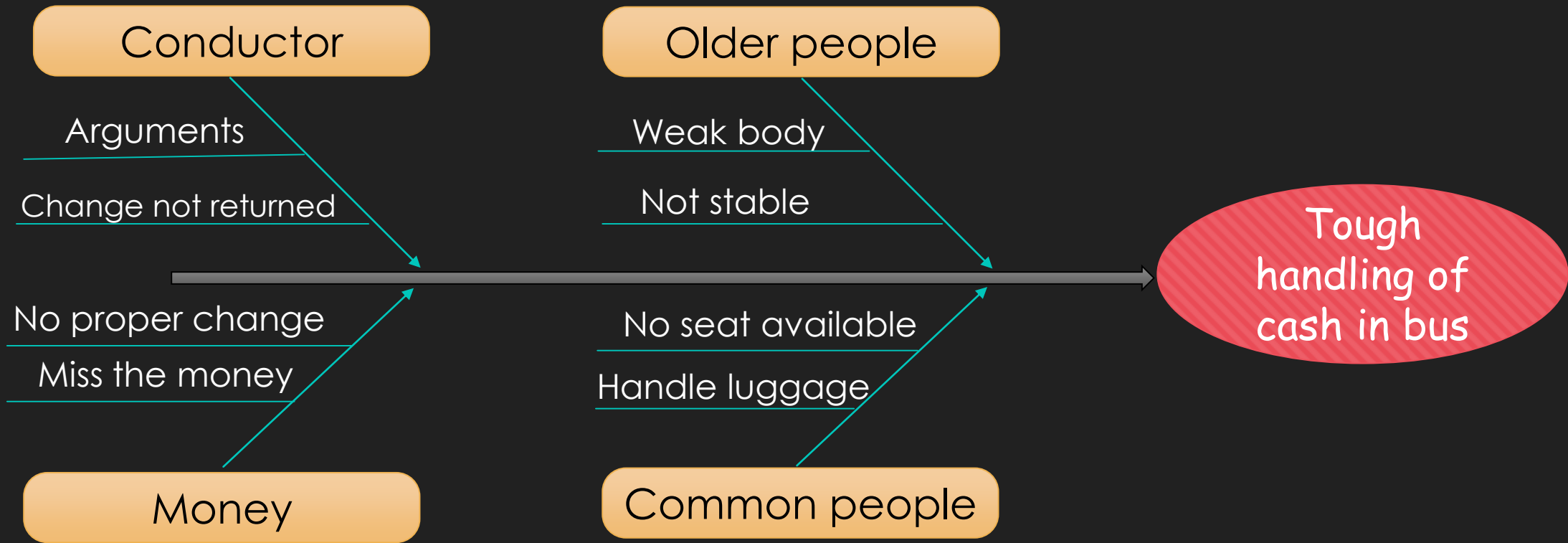# Problem statement

During bus travel there comes lots of problems in getting tickets using cash.

It is very tough handling money when the bus is crowded.
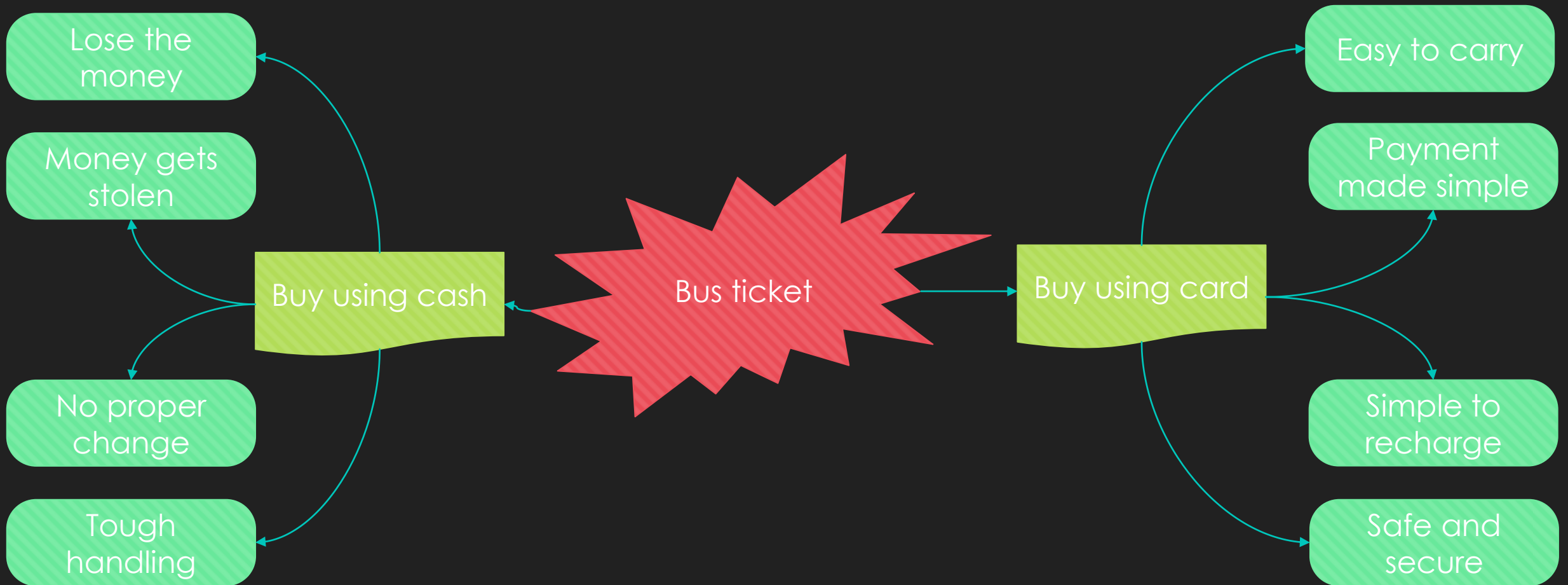
Mostly older people gets struggled paying exact change for the bus tickets.

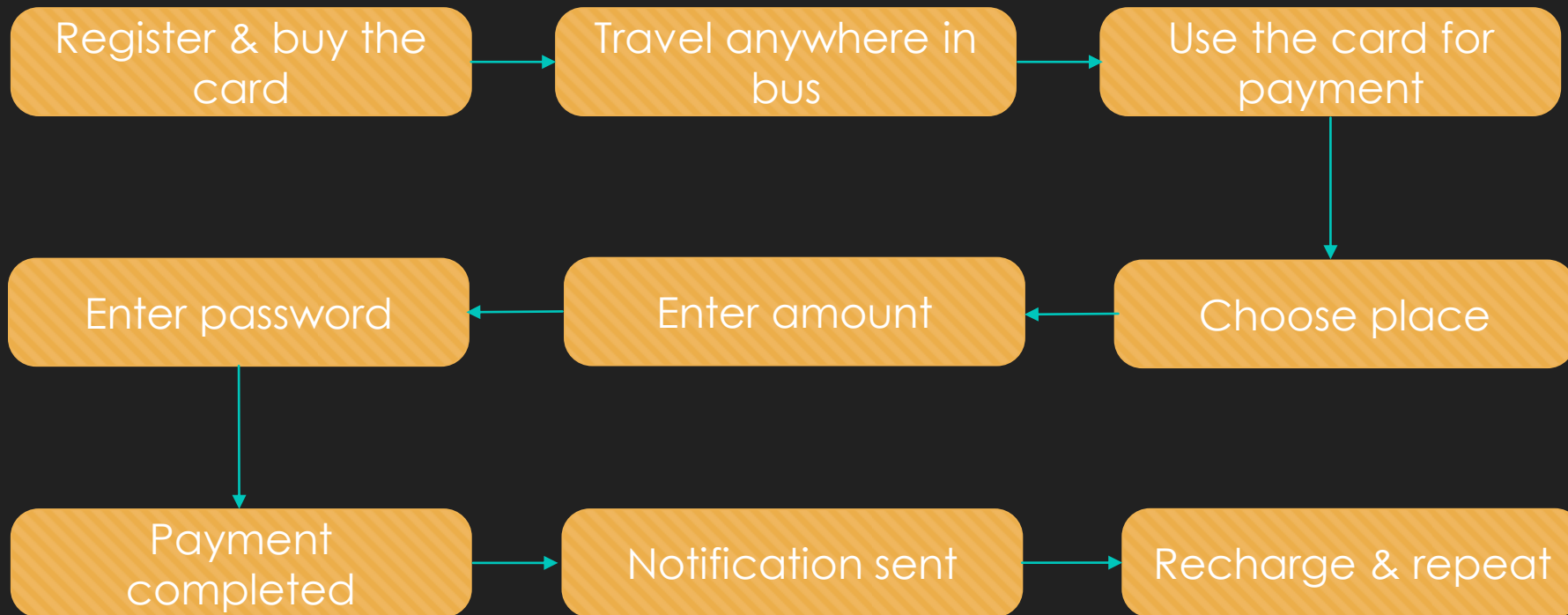# Fishbone diagram

Conductor
- Arguments
- Change not returned

Older people
- Weak body
- Not stable

Money
- No proper change
- Miss the money

Common people
- No seat available
- Handle luggage

Tough handling of cash in bus

Mind map

How it works?

Register & buy the card → Travel anywhere in bus → Use the card for payment

↓

Enter password ← Enter amount ← Choose place

↓

Payment completed → Notification sent → Recharge & repeat

Six Thinking Hats

The White Hat

- Most of the common people including employees, students and workers travel through busses regularly

- Generally all the people face difficulty in paying cash for bus ticket when bus is moving and when it is crowd

The Yellow Hat

- No one wishes to carry amount or change when the card is available

- It is easy to pay and carry

- It is simple to recharge the card

Six Thinking Hats

The Red Hat

- It may be new system for common people to practise

- Common people may think that they spend lot of money for travel

The Blue Hat

- Card holder can make bulk recharge and get some attractive offers

- Simple system to implement digital transactions

- Will be used by most of the citizens

Six Thinking Hats

The Black Hat

- Old people may think this is a new and tough to use

- Have to recharge it often

- Card validity is not unlimited time

The Green Hat

- 3rd party apps supports for recharging the card online

- It is very easy to use by anyone

- Card validity is for several years

Background details

Apps like *PhonePe (or) Paytm* is used for recharging

They attract people by providing *offers* when bulk payment is made

Number of *customers* using these apps increases

They *promote* to use this card

Companies, government and people gets *profited*

Financial details

New card price : 150rs (100 wallet value)

Service Charge : 5 Rs / month

Cost of production : 10rs

Card validity : 2 years

Bus ticketing machine with internet : 9900rs

Mode of recharging : PhonePe / Paytm / bus stand

Renewal of lost card : 90rs

Conclusion

It is the best way to promote digital money transaction which leads to the path of Digital India

It is simpler, cheaper and easier that using cash for bus ticket

Digital India
Power To Empower

No Cash!

Go Digital

thankyou.™

Efforts by :
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    John Mathew
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