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METRO RAIL OPERATOR

Scenario

A busy metro station during morning rush hour. The station is piloting a new e-ticketing system and upgraded boarding procedures aimed at reducing delays and improving commuter experience.

Expectations

- Faster ticket purchase and entry processes, reducing long queues at ticket counters.
- High user adoption of the e-ticketing system, especially among tech-savvy commuters.
- Shorter boarding times thanks to improved platform organization and boarding markers.

	Phase 1	Phase 2	Phase 3	Phase 4
Actions	Shorter boarding times thanks to improved platform organization and boarding markers. Identify the necessary infrastructure upgrades, such as smart gates and digital displays. Develop a user-friendly mobile app and integrate it with the existing ticketing system	Train station staff to guide passengers through tsystemhe new • Prepare technical teams to handle potential glitches during the pilot.	Select a few high-traffic stations for testing the new system. Develop protocols for data collection, feedback, and troubleshooting.	Launch advertisements about the e-ticketing system through social media, posters, and announcements . Provide clear instructions for app download, ticket purchase, and gate usage.
Pains	Not all passengers are familiar with smartphones or apps, leading to resistance to adopting e-ticketing. Passengers may struggle to understand new boarding markers or use digital displays effectively.	• Passengers may struggle to understand new boarding markers or use digital displays effectively. • Training staff to handle new technologies and assist passengers incurs additional expenses.	• Wear and tear on smart gates and digital displays could lead to frequent breakdowns Adapting the system to handle peak-hour traffic or expanding it to all stations might require unforeseen upgrades.	• Poor network signals in underground stations may hinder app usage for QR code generation. • Passengers without smartphones or internet access might feel excluded.
Feelings	Tech-savvy commuters may feel eager to try the new, innovative system. The prospect of faster, hassle-free travel can create anticipation.v Frequent commuters may appreciate shorter queues and smoother boarding.	Struggling with the e-ticketing app or QR code scanning can lead to annoyance. Older passengers or those unfamiliar with technology might feel nervous about adapting Passengers without smartphones or internet access may feel left out or discriminated against.	Successfully managing the new system and assisting passengers can boost morale. Managing technical glitches and guiding confused passengers during peak hours can feel stressful. • Long-term employees used to traditional methods might feel resistant to the changes.	Successfully implementing the system could enhance the reputation of the metro service. Leaders might feel enthusiastic about modernizing and future-proofing operations. Feeling the weight of ensuring smooth implementation during the pilot phase.
Opportunities	• By reducing waiting times at ticket counters and improving boarding processes, the metro system can offer a significantly enhanced commuter experience, leading to higher satisfaction and repeat usage.	• Offering loyalty programs, rewards, or discounts for frequent users of the e-ticketing app can foster commuter loyalty.	• A mobile-friendly e-ticketing platform can help accommodate a variety of commuters, including those with disabilities. Features like voice commands or easy-to-read interfaces can create greater inclusivity.	• The introduction of contactless payment systems can make commuting more accessible for people who may not be comfortable using cash or traditional metro cards.

Customer feelings shapes