What do they THINK AND FEEL?

what really counts

major preoccupations

worries & aspirations

- This UI provides easy and instant access
- QR code verification is a better option for ticket checking
- This reduces the time and work involved for purchase of tickets

What do they HEAR?

what friends say

what boss say

what influencers say

- This UI provides location updates of train
- This UI provides QR code for storing and checking user ticket details
- This UI provides easy booking and cancellation policy

What do they SEE?

environment

friends

what the market offers

- Waiting in queue for ticket purchase
- Easy, faster and mobile solution
- Proper maintenance of user details and location tracking

What do they SAY AND DO?

attitude in public

appearance

behavior towards others

- Comfortable and safer process
- User friendly user interface
- Book tickets from anywhere and anytime

PAIN

fears

frustrations

obstacles

- Usual Ticket booking system involves lot of paper works
- It is time consuming and not secure
- It involves lot of work load for the entire process

GAIN

"wants" / needs

measures of success

obstacles

- User friendly web UI
- Faster access to ticket booking
- Secure way of ticket verification and travel location updates