

SAYS

"I want to book train tickets for me and my husband for a vacation sitting from home."

"I want an app where booking experience is fast and user friendly"

THINKS

"I'm not sure if there is an app or website in which I would be able to book without any hassle."

I am a new user of a smart-phone.

SMART SOLUTIONS FOR RAILWAYS

DOES

She initially calls someone to book tickets but fails to convince him as he was busy.

She also tried going to the station but she has a leg muscle aich.

FEELS

Feels depressed as her attempts of booking a ticket failed.

She feels if there was a user friendly app which would cater her needs sitting at home.