Scenario

Priya needs to book a train ticket for her trip next weekend. She searches online for ways to book tickets and discovers a train ticket booking app through an ad. Intrigued, she downloads the app after reading positive reviews and noticing its high rating.

Expectations

A simple, easy-to-navigate app interface. Clear information about app features and benefits. Assurance of data security and payment safety. Competitive pricing and transparency about additional charges.

Construction Site Supervisor

	Phase 1	**Phase 2**	**Phase 3**	**Phase 4**
Actions	Search for train booking apps. Explore app features and benefits. Compare reviews, ratings, and pricing.	Search for trains by entering journey details. Browse available options, select the best train, and confirm details. Complete the booking and payment process.	Access and show tickets via the app (PDF or QR code). Track train status, platform details, and live updates. Use customer support for any journey-related queries.	Receive travel reminders and post-journey feedback prompts. Share reviews or refer the app to others. Redeem loyalty points or offers for future bookings.
Pains	Overwhelmed by too many app options. Difficulty finding reliable reviews. Concerns about data security and app credibility.	Complex or slow search process. Limited availability or unclear pricing. Frustration with failed or slow payment gateways.	Difficulty accessing tickets offline. Confusion due to inaccurate or delayed train updates. Poor customer support during emergencies.	Lack of acknowledgment for feedback. No incentives for repeat usage. Poor follow-up communication after booking.
Feelings	Curious and hopeful but cautious and unsure. (2) (3) (1)	(4) Excited to finalize travel plans but anxious about technical glitches. (5)	(7) Relieved if everything goes smoothly, frustrated if issues arise. (6)	Gratified if feedback is valued; disappointed if ignored. (9) (8)
Opportunities	• Leverage user-friendly onboarding with tutorials or demos. Highlight unique features, security measures, and reliability through marketing. Offer incentives like first-use discounts to encourage sign-ups.	Simplify search and filtering options for quick results. Provide transparent pricing and clear seat availability. Ensure smooth payment integration with multiple options.	Provide offline ticket access and seamless live tracking. Integrate real-time notifications for updates. Improve customer support responsiveness with 24/7 assistance.	Actively collect and respond to customer feedback. Offer rewards for repeat bookings and referrals. Build loyalty through personalized offers and consistent engagement.

Customer feelings shapes

Type something