Ideation Phase
Empathize & Discover

Date	15 October 2022
Team ID	PNT2022TMID30650
Project Name	Smart Solutions for Railways
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Says

Lots of payments were badly explained.
Only few indications on the station to indicate where the tickets must bought.
Easy online ticket purchase.

Travel long distance to reach station.

I want something reliable.

Printed physical ticket or online ticket?

Need easy ticket booking.

Which is the best compartment for long travel?

Customer and staff relation

Thinks

I wonder if we can do this all online?
I am bit nervous and stress for getting into the right train in right time.
Whether they make the announcement on time?

Availability of seats.

Too many platforms.

Heat map

Smart technologies.

Wasting too much time.

SMART SOLUTIONS FOR RAILWAYS

Make small decisions.

Check web-site.

Buy food & visit stores nearby.

Compare choices.

List pros and cons.

Unsure who to trust.

Overwhelmed.

Relaxed and happy.

Anxious.

Inadequate.

Ask friends.

Does

Expectations of big windows and big seats.
Once the customer finds the seat, he is relaxed and happy.
No waiting time for arrival of the train.
Use other services near or inside the station.

Feels

Lot of people using the same service at the same time, and it may also stressful .
The service may takes more time.
If they doesn't find any seat , they may get nervous and angry.
Can we hear the announcement at each stop?