

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

# What do they SEE?

environment  
friends  
what the market offers

# What do they HEAR?

what friends say  
what boss say  
what influencers say

- Time constraints, communication with industry
- Passengers are scared to carry their ID proofs over a long distance
- No time for standing in long queues

- Current booking system complicated
- To come up with unique ideas and to make efficient project
- No problem if we didn't carry the ticket copy

- Knowing status of tickets difficult
- High authority pressure and their customer needs.
- Helpful for checking out where we are in the train

- Enhancement in emergency exit
- Set remainder for the seat availability
- To do improvement based on Customer's feedback

## PAIN

fears  
frustrations  
obstacles

- To identify the persons identity is difficult
- Improving communication with passengers
- Knowing the time of arival of trains accurately

## GAIN

"wants" / needs  
measures of success  
obstacles

- Reduce paper usage
- Eliminating physical tickets completely
- Automatic braking system while detection of animals and slow down in blind spots

Share your feedback