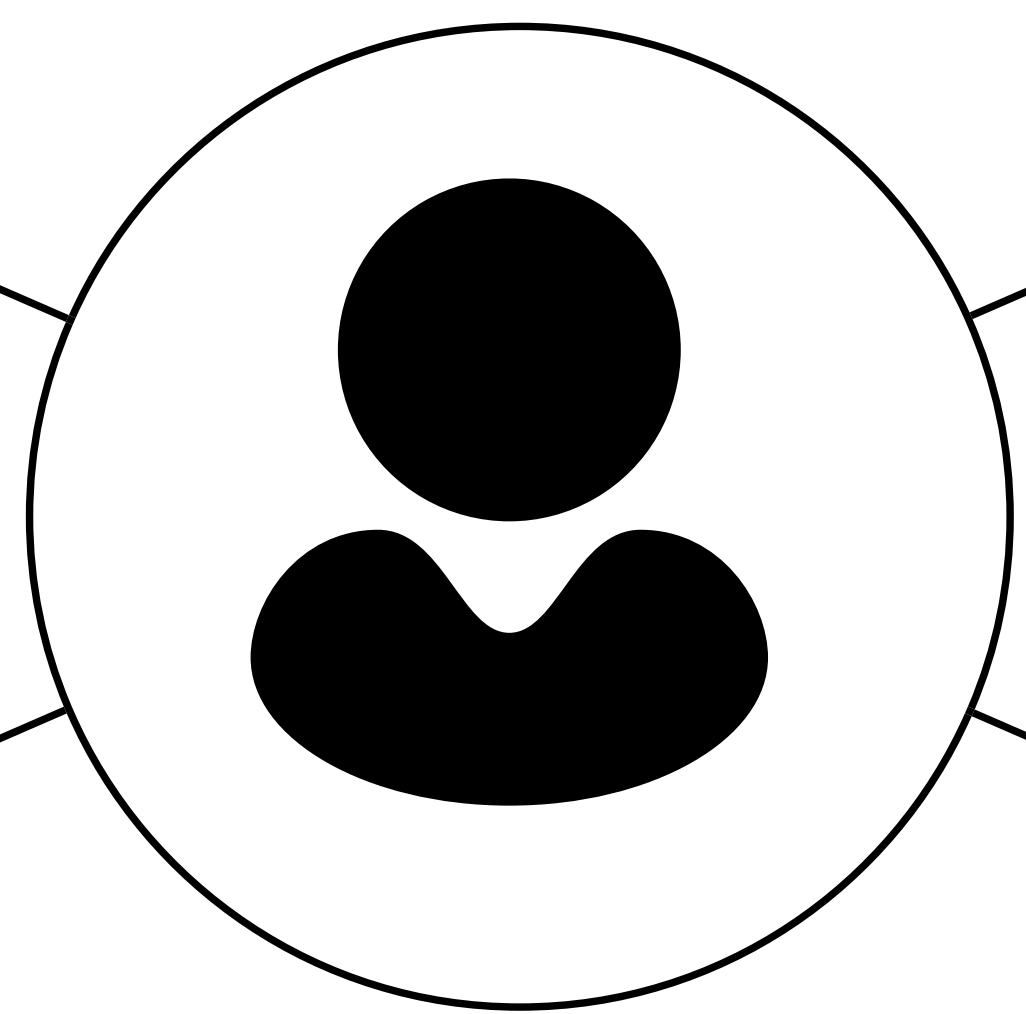


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Safe and pleasant journey
- Easy to access
- Time delay ?

- Simple payment process



What do they
HEAR?

what friends say
what boss say
what influencers say

- Undisturbed journey
- Fast and secure with network stability
- Does maintain healthy social society?

What do they
SEE?

environment
friends
what the market offers

- Location updates
- Low cost
- Proper maintenance

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Passenger safety
- Journey monitoring
- Constant use of railways

PAIN

fears
frustrations
obstacles

- delayed refund
- Unapproachable
- Reservation failure
- Payment failure

GAIN

"wants" / needs
measures of success
obstacles

- Current location updates
- Avoid waste of time
- persistent
- consistency in performances