

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Fear of
infection

Loss of
Independence

Extreme
weather
conditions

Having a
safe and
joyful
journey

Have all
relevant
information to
prepare the
trip

Low prices
and tariffs

Short transit
times

How will
assistance be
provided
abroad

What to do
if the Train
is crowded

What kind of
environment
will be found
in the station

Don't use
public
transport, if
you can avoid
it.

You should
be aware of
taking the
essential
needs

Delays are
always longer
than the
given
information.

Real Time
Informations

Want to have
a smooth
journey
experience

Fire alarm
and voice
evacuation

Predictive
maintenance

System
integration
and
deployment

Hard to find
information
without
spending a long
time searching