



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

not  
standing in  
long queue

Getting the  
ticket fast

It helps us to  
track train

UPI  
transaction  
can be done  
easily

Live status  
of the train

Platform  
number for  
our train

Ticket booking  
is now easily can  
be done through  
web app

It helps to  
book tickets  
at ease

Share it to  
your friends  
and relatives

Start to use  
web app

We can  
upload our  
require  
documents to  
cloud

The web  
app is easy  
to use

It provides  
good  
experience

Provide  
feedback to  
improve the  
experiance

# What do they SEE?

environment  
friends  
what the market offers

# What do they HEAR?

what friends say  
what boss say  
what influencers say

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

## PAIN

fears  
frustrations  
obstacles

People will  
lose their  
patience

There can  
be spread  
of diseases

Chance of  
missing the  
train

## GAIN

"wants" / needs  
measures of success  
obstacles

It saves  
time

It improves  
the travelling  
experience

Can avoid  
gathering  
crowd