



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Simplified
process of
booking
tickets

Regular
updates

Prevention
of
Counterfeit
tickets

Reliable
and bug
free

Flexible
Payment
option

What do they HEAR?

what friends say
what boss say
what influencers say

It is easy to
use

Good mode of
transportation

Better usage of
data to provide
a convenient
journey

Unreserved
people
occupying the
seats of
others

Sleek user
interface

Quality of
food

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Travel in
the train

Get updates
about their
journey

Safety of
the system

Buying
tickets

Issues with
the ticket
checker and
the person

PAIN

fears
frustrations
obstacles

Uncleaned
rest room

Less current
updates
about the
train

Long waiting
lines to
purchase the
tickets

Fear of
loosing the
bought train
ticket

Information
about the
train is not
available

GAIN

"wants" / needs
measures of success
obstacles

Usage of
technology
in railways

Less workload
for the ticket
conductors
and user

Usage of
less paper

Positive
impact of
railways

Usage of
railways will
be
increased