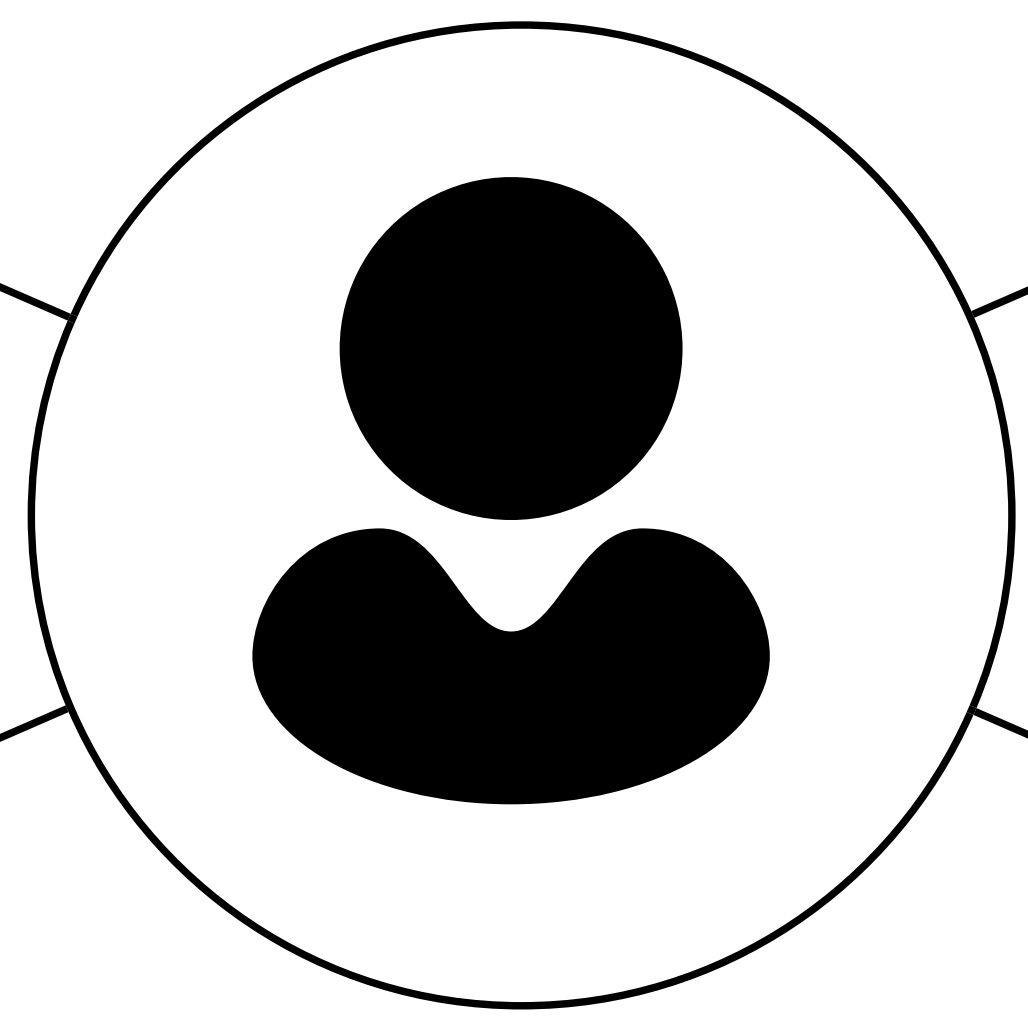


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Greater  
Reliability

safety

Offer E-  
Tickets

Scheduling  
Information

Fewer  
maintenance  
delay

Predictive  
and  
preventive  
maintenance

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Better  
service to  
the people

Product and  
service sale  
to indian  
railways

**PAIN**

fears  
frustrations  
obstacles

Network  
Delay

Buffering

**GAIN**

"wants" / needs  
measures of success  
obstacles

Better Product  
Development

Optimised  
Passenger  
Experience