SMART SOLUTION FOR RAILWAYS What does he/she What THINK AND FEEL? SE • Quick Process • Ease of use

Efficient

What does he/she HEAR?

- Stories about travel
- Experience

What does he/she SEE?

- Trains available
- Ads
- Location

What does he/she SAY AND DO?

- Book tickets
- Track Trains
- See availability

PAIN	GAIN
Maintenance Network Issues Server traffic	Time saver Advanced Mechanism Good Service