

What do they THINK?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they FEEL?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

She is not confident she is getting all relevant information that is necessary for her to travel without obstacles

how will assistance be provided abroad?

What will it do when I get lost

She is worried about the future in her job. She doesn't want to be sitting at home for long because she is afraid to travel

What kind of environment she will find in the station

will I be able to find my way in the station, has the situation changed?

I want to be independent

She feels worried

She is tech savvy and wants to make the most of technology

she feels uncertain

she feels frustration for not being as autonomous as usual

She feels lost

She feels reliant

I cannot read the info on the screen

She tries to keep on going asking for help in situation where she was used to be autonomous

I don't know where is the bus station (changing modes)

alternative solutions

searching online for information

She says she would like to have a smooth journey experience

real time information

looking for alternative solutions

Now people recommend to stay at home

Public transport isn't safe after covid

People with a disability need to ask for assistance if they don't feel confident on traveling alone

delays are always longer than the last info gave

Don't use public transport if you can avoid it

i don't trust public transport any more

PAIN

fears
frustrations
obstacles

Loss of independence

Not all information is not accessible for her

To be dependent on an assistance to access the transportation

her needs not listened by railway companies

tools not adapted to her

She doesn't want people to feel sorry about her but to give her the tools to move autonomously

She wants the authorities to realize that she has also specific needs to be solved

She doesn't want to get lost

not able to know what she can expect/encounter during her travel

Fear of infection

GAIN

"wants" / needs
measures of success
obstacles

to feel understood

to be sure going in the right places eg platforms, bus station etc.

Access to real time information

She wants to walk free and enjoy the trip

wants to be able to move around without personal assistance

Willingness to have update information and instructions

assurance that you are doing right

have all relevant information to prepare the trip

Independence