

# EMPATHY MAP CANVAS

WHAT DO THEY THINK AND FEEL?

**FAST**

what really counts  
major preoccupations  
worries and aspirations



- \*Rail communication
- \* Services
- \*Monitoring systems
- \*Secutity
- \*Passenger info system



**FUNCTION**

- \* payment stack
- \* cancel ticket



- \*smarter & faster
- \*rail infrastructure
- \*ticketing department
- \*control centers
- \*freight



**PAINS**

- \*Theft of railway property
- \*Ticket less travelling

**GAINS**

- \*Live tracking
- \*Ticketcentre