



Passengers

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Pantry
Service
available?

AC coach
available or
not?

Whether it
have all the
safety
measures?

Why the train
seems to be
going slow?

What do they HEAR?

what friends say
what boss say
what influencers say

Use
roadways
often

Train accident
happen often
nowadays

There will be
no tiredness
for travelling

What do they SEE?

environment
friends
what the market offers

People rush
in trains

Trains waits
only few
minutes in
some stations

Cost
effective

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What will I
do if there
is more
delay?

Will I reach
my
destination
on time?

Checks
alternate
trains to go
faster.

Book
tickets in
advance

PAIN

fears
frustrations
obstacles

Feels very
rushy in the
train

Maintenance
may be not
good in some
compartments

No assurance
that networking
between trains
would be good

Easy to
book tickets
and track
them

GAIN

“wants” / needs
measures of success
obstacles

Maintenance
will be good
that attracts
more users

Online mode
services
provides
easy use