

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

# What do they HEAR?

what friends say  
what boss say  
what influencers say

# What do they SEE?

environment  
friends  
what the market offers

Live train tracking provides a hassle-free experience

e-tickets are comfortable.

will I reach the destination on time?

Have I boarded the right train ?

Online booking system is handy but should be beware of scams.

Your personal details can be stolen by hackers.

GPS enabled paperless ticket booking.

money refund upon prior cancellation of ticket.

Online booking system has eliminated direct human contact during the COVID-19 pandemic situation.

Live train tracking is unreliable during bad weather conditions.

Comfortable Journey with their reserved seat.

Safe and secure Online payment.

Does this safe to use, will it have cancellation policies.

Poor internet connection during payments, transaction.

## PAIN

fears  
frustrations  
obstacles

During peak hours timestamp is high for getting tickets

Need more man power

Distance travel for buying tickets

## GAIN

“wants” / needs  
measures of success  
obstacles

webpage will reduce people traffic, in buying tickets

Reduce man power

Avoid standing in queue