

# Empathy Map

## Think and Feel

- I want a ticket on a train of my choice
- Why are there captchas everywhere?
- Can I book a seat of my choice?
- I don't want any issues during payment
- Which payment method will be cheap?
- What is my refund status?
- I want to book a ticket fast
- I want status of my waitlisted ticket
- Where can I check live train status?
- Can I upgrade a seat?

What do they  
**Hear**

- Refund issues
- Payment issues
- Tatkal problems
- Train delays
- Ticket availability issues
- No response on complaints
- Slow application

What do they  
**See**

- IRCTC Web, Mobile
- indianrail.gov.in
- MakeMyTrip
- Railway counter
- Goibibo
- Agents
- Friends
- confirmtkt.com



What do they  
**Say and Do**

- I want to book a ticket fast.
- Which train is faster on my selected route?
- I want to raise a complaint
- What does RL mean?
- My payment is stuck
- Looks for alternate services

## Pains

- No ticket
- Money deducted without booking
- Refund status unknown
- No upgrade
- Seat selection
- Cancellation rules
- Tatkal booking

## Gains

- Confirmed ticket
- Wants a ticket quick
- Willingness to pay more a confirmed seat
- Customer Details Implemented QR
- Live Location Update