

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