

SMART SOLUTIONS FOR RAILWAYS

EMPATHY MAP

Think and feel

I want a ticket on a train of my choice

I don't want any issues during payment

Can I book a seat of my choice

I want status of my waitlisted ticket

Can I upgrade a seat?

Where can I check live train status

What do they

I want to book a ticket fast

What do they

Hear

Refund issues

Payment issues

Train delays

Slow applications

No response on complaints

Ticket availability issues



What do they

See

MakeMyTrip

IRCTC Web, Mobile

Railway counter

Confirmktkt.com

Indianrail.gov.in

Friends

Say and Do

Which train is faster on my selected route?

Looks for alternate services

I want to raise a complaint

My payment is stuck?

I want to book a ticket fast

Pains

No tickets

No upgrade

Seat selection

Cancellation rules

Money deducted without booking

Gains

Confirmed tickets

Wants to tickets quick

Location tracking efficiency

Willingness to pay more a confirmed seats