Smart Solutions for RailWays

they think of ease of money

why is this taking so long

i want something easy and hustle free

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

wasting a lot of time

I can see agents

we here a lot of corruption

Payment issues

Railway counter
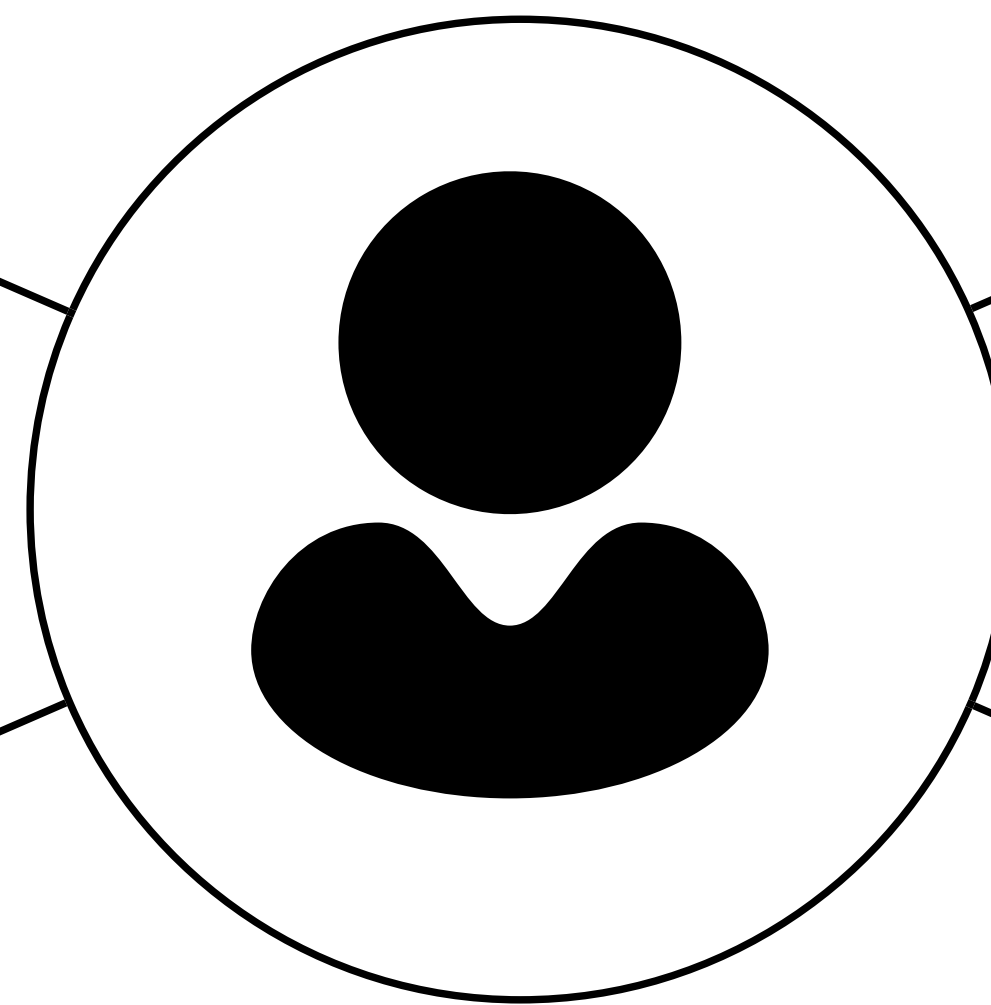
What do they HEAR?
what friends say
what boss say
what influencers say

No Response on Complaint

Train Delays

they see lots of crowd

What do they SEE?
environment
friends
what the market offers

I want bool ticket fast

Which Train is Faster

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

they say that they'll infer to what problems they have

My Payment Stuck

PAIN
fears
frustrations
obstacles

they lose money unofficially

they can't see who is going to sit next too them

No ticket

GAIN
"wants" / needs
measures of success
obstacles

our model can help to overcome the problems

Women safety

Ticket Confirmed