

Empathy Map

What do they HEAR?

what friends say
what boss say
what influencers say

Online
booking is
difficult to
get
normalized

Hard to
reach the
location on
time.

Railways are
better and
cheaper mode
of
transportation.

Ticket less
travel
(e-ticket)

Online tatkal
booking
should be
made easier.

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Innovations
which ease
ticket booking,
are welcomed
by people

Feel tired of
booking
tickets in
stations.

Need of
updated
tracking
system.

Current
system
needs
upgradation.

Carrying a
physical
ticket is a
restless job

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Traditional
booking is
waste of time
and energy

Online Ticket
booking
should be in
simple steps.

QR codes for
payment and
scanning
tickets.

PAIN

fears
frustrations
obstacles

Privacy and
security
issues.

Knowing the
exact location
of the train &
upcoming
stations.

Cancellation
policies and
guarantee on
refunds.

GAIN

"wants" / needs
measures of success
obstacles

Reduced
paper
usage.

Faster and
convenient
way of
booking
ticket.

Reduced
time and
stress
factor.