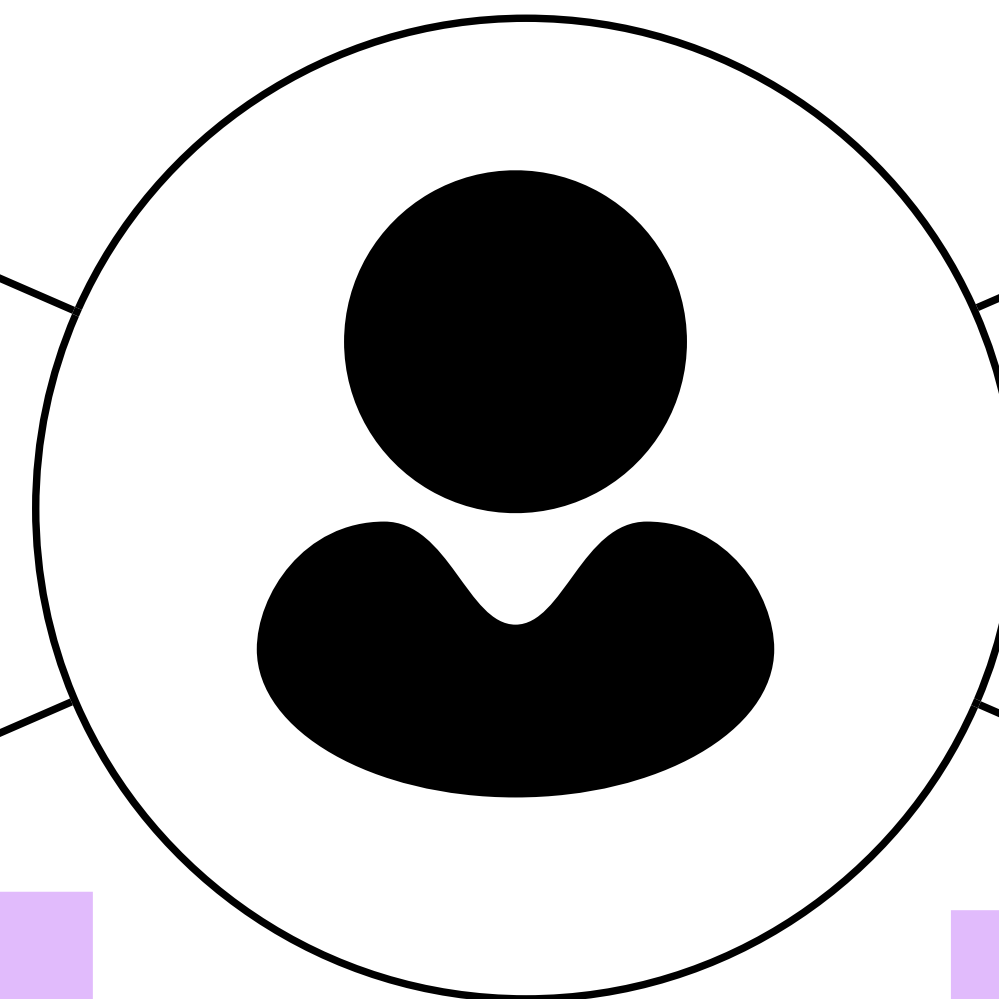


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

BY USING GPS
STRANGERS
CAN EASILY
ACCESS
LOCATION

PAIN

fears
frustrations
obstacles

POOR
NAVIGATION

TIME
saving
(Waiting in
ticket counter)

GAIN

"wants" / needs
measures of success
obstacles

FASTER
RESERVATION

SERVER
ISSUES

ADVERTISE
-MENT

QUALITY

SEATS
AVALIABL
ITY

MONITOR
MOVEMENT
OF TRAIN

LOSSES
CAN BE
REDUCED

CONSIDERABLE
PATIENCE
FOR
HEARING
THE
NEEDS

GOOD
INTERACTION
WITH
TEAM

DATA
SAFETY

TIME
CONSUM
-ING

SMOOTH
SERVICES

SECURE
TRANSCAIT
-ON

SYSTEM
SUPPORT

BEST
WEBSITE

ADVANCE
FEATURES

HIGH
QUALITY
&
SAFETY

AVAILABILITY
OF
WEB
SEARCH
ENGINE

SYSTEM
SPECIFICAT
-ION

USER
FRIENDLY

LOW DATA
CONSUMPT
-ION

DOES NOT
REQUIRE
PRIOR
KNOWLEDGE

EASILY
ACCESSIBLE

APP
SECURITY

TRANSCATION
OPTIONS

LANGUAGE
CUSTOMIZAT
-ION

EASILY
PORTABLE
OVER
DEVICES.

AFFORDABLE
SERVICE

CATCHY
INTERFACE