

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

ticketless
travelling

New
technologies
for security
control

Using AI through
computer vision,
operators can monitor
passenger flow, gather
data and enable more-
informed decision-making
around staffing and
security

Operators can
personalise travel for
individual passengers
with near-real-time data
collection and analyse
throughout their journey.

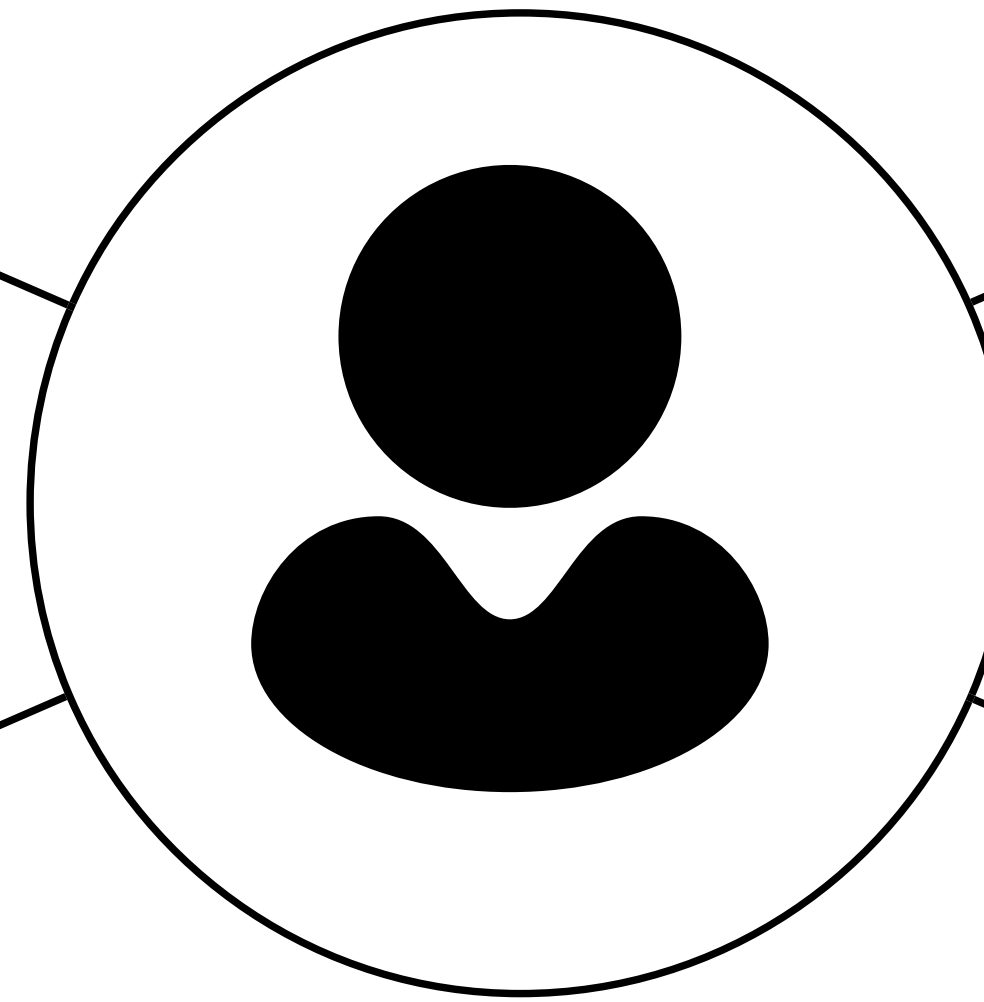
What do they HEAR?

what friends say
what boss say
what influencers say

Rail system is to fully
contribute to a low-
carbon future to travel
public from the roads, it
must modernise and
embrace the digital world
after a slow start.

Trains are efficient
method of moving
people and goods
around but can be 15
percent more energy
efficient when driven
by an AI

With so many travel
options available to
consumers, railways must
also focus on convenient
experience that keeps
passengers coming back
for future travel.



using QR
codes

* accessibility
* affordability
* automation

sharing information
and solutions to
travellers
smartphones, mails

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

tickets should
booking on
verified sites

behaviour of
passengers
has major
influences

smart sensors
can be used
to track

enable high
speed wireless
data
communication
inside trains

PAIN

fears
frustrations
obstacles

refund on
online
cancellation

limited
service in
rural areas

under
utilized
capacity

lack of security
arrangements
in rural
stations

GAIN

"wants" / needs
measures of success
obstacles

metro train/
electric trains

provides
employment
opportunities

service need
in every nook
and corner

updated
booking
system