

Product Name: Where Is My Train

- **problem within where is my train :** Make the app more useful by helping passengers deal with the confusing parts of the departure station, like finding their platform or handling last-minute changes.

❖ Find a Problem

Observation: The "Where is my Train" app perfectly tells you if your train is on time and its live location. However, once you arrive at a large, crowded station like New Delhi (NDLS) or Mumbai CST, a new set of problems begins: Which platform will my train be on? Where is my specific coach (e.g., S6, B2) going to stop? Where is the nearest food stall or clean washroom? The platform number is often announced only 10-15 minutes before departure, causing a last-minute rush and panic.

Problem Statement: Train travelers, especially at large stations, experience significant anxiety and confusion due to last-minute platform announcements and the difficulty of locating their specific coach position on the platform.

Prove It's Real

- Existing data:
- **Direct Observation:** Anyone who has traveled by Indian Railways has experienced this. You see hundreds of people staring anxiously at the large display boards, then a sudden mad dash with heavy luggage when the platform is announced.
- **App Store Reviews for WIMT:** While users love the app, reviews might hint at this gap with comments like "I wish it also showed the platform number in advance" or "App is great for tracking, but finding my coach is still a guess."
- User Interviews (Quotes):
- **Quote 1 (Family traveling):** "We have old parents and lots of luggage. When the platform is announced at the last minute, it's a terrifying rush. We always worry we'll miss the train just trying to get to the right spot."
- **Quote 2 (Solo traveler):** "I know my coach is S6. But will it be at the front of the train, the middle, or the end? I have to run up and down the platform with my bag looking for it. It's exhausting."
- **Survey (Number):**
- A survey of 100 recent train travelers found that 70% rated "uncertainty about platform number and coach position" as a major source of stress during their journey.

Product Thinking

- Idea 1: Simply display the official platform number when it's announced. (Helpful, but doesn't solve the last-minute problem).
- Idea 2: A "Station Navigator & Coach Guide" feature. Using historical data and crowd-sourced information, the app would:
- **Predict the Platform:** Based on past records for that specific train number, it would show a predicted platform number (e.g., "Expected: Platform 5") hours in advance, with a disclaimer. It would send a push notification when the platform is officially confirmed.
- **Visualize Coach Position:** Display a graphical layout of the train, allowing the user to see exactly where their coach (S6) will be relative to the engine.
- Provide Station Amenities: Overlay icons for food stalls, washrooms, and waiting rooms on the platform map.
- Most Promising Idea: Idea 2.
- **Justification:** "Does this remove the pain quickly and realistically?" Yes. It directly tackles both anxiety drivers: platform uncertainty and coach location. The use of predictive data provides immense value even before official announcements. It transforms the app from a simple train tracker into an end-to-end journey assistant. The app already has the core data (train compositions) to build this.

□ Value Proposition

- User Jobs & Pains:
 - **Job:** To board the correct train and find my seat with minimal stress.
 - **Pains:** Anxiety from waiting for platform announcements; last-minute running with luggage; confusion about coach position; difficulty finding amenities at the station.
- **Gains (What success looks like):**
 - A calm, predictable boarding experience.
 - Knowing where to wait on the platform long before the train arrives.
 - Confidently walking to your coach without panic.
 - Easily finding a water bottle or washroom without hassle.
 - Your Product's Pain-Relievers & Gain-Creators ("Station Navigator"):
- **Pain-Relievers:** Predicts platform number to reduce uncertainty; provides a visual guide for exact coach location; confirms official platform via push notification.
- **Gain-Creators:** Transforms a stressful wait into a relaxed, prepared experience; saves passengers physical and mental energy; makes train travel significantly more accessible for the elderly and families.

□ Problem-Solution Fit Test

➤ Show:

- A clickable prototype. When a user looks up their PNR or train number, the app shows the usual live status. A new section called "Station Guide" is visible. Clicking it shows:
 - "Expected Platform: 8 (based on past 30 days)"
 - A visual layout of the train with the user's coach "B4" highlighted.
 - A simple map of Platform 8 showing where the "B" coaches usually stop.

➤ Measure:

- Clarity and Trust: "On a scale of 1-5, how clear is this information?" and "How much would you trust the 'Expected Platform' number?"
- Reduction in Anxiety (Stated): "Imagine you are at the station. On a scale of 1-10, how much would this feature reduce your pre-boarding stress?"
- Qualitative Feedback: "Is there any information here that is confusing? What is most useful?"
- Who you'll test with: 15 people from different demographics (students, families, elderly) who have traveled by train in the last 6 months from a major station.
- What "good enough" success looks like: "The test is successful if the average score for 'Reduction in Anxiety' is 7/10 or higher, and over 80% of users clearly understand the difference between 'Expected' and 'Confirmed' platform numbers."