

Ayush

Behaviours & Habits

Likes-

1. He enjoys his work and has high aspirations in life
2. He prefers staying with his mother as she is all along, working and also has health concerns
3. Fond of traveling

Dislikes

1. Over-crowded public transport systems
2. Driving in city traffic
3. Heavy rush

Demographics

Age- 25 Yrs

Role- Software Developer Income- 50K P.M.

Location- Ghaziabad

Workplace- Gurugram

Marital Status- Unmarried

Pain Points

1. Ayush lives with his mother (53) who is a health care professional in a CHC in Ghaziabad. She is a diabetic and is a high BP patient, and requires constant care.
2. Ayush has no option for the next few years than to travel daily from Gurugram and Delhi, till his mother retires and he can shift to Gurugram with his mother or he switches his jobs to a nearer location
3. Commuting from Ghaziabad is very time-consuming as you will be spending 2.5+ hours traveling
4. If traveling by metro it generally takes at least 2 hours in traveling during peak hours.
5. His preferred organization doesn't have an office near his place of residence.
6. Akash's long commute makes it difficult for him to socialize with friends. He often feels isolated, lonely, and irritated.

Frustration

1. He cannot give extra time, and care to his mother.
2. Travelling 6 days for 5 hours daily including 9 hrs of work leaves Ayush mentally and physically tired daily, which affects his efficiency of work
3. Ayush has a higher chance of feeling anxious at times as, if you commute for 30 minutes or more, you're likely to experience higher levels of stress and anxiety.

Wants-

1. An alternate, faster means of transport like an intercity rapid rail
2. Save time as possible in traveling.
3. To limit his expenditure on energy, in the coming future if Ayush prefers a personal vehicle over public transport
4. Better road infrastructure to support peak-time traffic and avoid bottlenecking on highways, which he sees daily from the metro.
5. Robust and advance travel applications through which Akash can plan his commute in advance to avoid traffic and make the most of his time.
6. There are many support groups for extreme commuters. These groups can provide Akash with emotional support and practical advice.