



Catherine
Age: 70
Train booking experience:
In Europe, mainly France
She recently traveled in
Spain via trains



Stephanie
Age: 37
Train booking experience:
In Germany
She has traveled the
northern India in trains



Jalpa
Age: 35
Train booking experience: In New York,
USA
She is originally from India and has
traveled in trains for shorter distances.
She takes the NY subway train everyday

Successes

Pain Points

Unmet Needs

LANDING PAGE

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Love the landing page illustration! The colors are beautiful. It invites and tempts the user to book the train tickets.

BOOKING PAGE

Booking page is very straightforward

STATION FINDER

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STATION FINDER

Differentiating and clearly indicating the Popular Stations and the Other Stations when choosing the "to" and "from"

STATION FINDER

STATION FINDER

Really like the idea and the concept of having maps

DIRECT TRAIN LIST

DIRECT TRAIN LIST

What is a Booking Quota, Booking Class is clearly explained

TRAIN DETAILS

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TRAIN DETAILS

Really love the route details and route map

STATION NAMES

STATION NAMES

The different names of the same cities, towns and stations are clearly indicated. Typing in any one of the different names, does bring up the results

CHOOSING PASSENGERS

Like the way Number of passengers is shown and the differentiation i.e. Adult, Children and Toddlers

OVERALL EXPERIENCE

Almost all the pain points that I faced while booking tickets through the Indian Railway mobile website, IRCTC are addressed in India By Rail

"Your product / website is million times friendlier than the IRCTC Indian Railway mobile site"

CHOOSING THE STATION BASED ON A STATE

Not clear what is the next step after choosing a station from a particular Indian state.

MAP FUNCTIONALITY IN STATION FINDER BY STATE

MAP FUNCTIONALITY IN STATION FINDER BY STATE

The way in which the maps have been implemented is not very clear and common. As a user I do not know that behind the State Finder button, there is a map

From the prototype the map is interactive was not clear. I just thought that a static state map is provided. Did not understand how to use the map.

JOURNEY DATE SELECTION

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1. It is not clear what to do after selecting the date
2. Save the date button is out of sight

NUMBER OF PASSENGERS

NUMBER OF PASSENGERS

Not clear what is the next step after choosing the number of passengers

TRAIN LIST

TRAIN LIST

The font size on the page listing the trains is too small

TRAIN LIST

Why are you showing me the trains where seats are unavailable? Why arent you showing me only those trains where seats are available?

ICON instead of LINK

Learn more about a booking quota and
Learn more about a booking class can be shown as an icon instead of a tiny font link

DAYS OF OPERATION

The days of operation being in bold seem they are clickable

FILTER OPTIONS ON THE TRAIN LIST

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Filtering trains based on Arrival Time, Departure Time, Duration of the Journey, Booking Quota, Booking Class etc.

SORT OPTIONS ON THE TRAIN LIST

SORT OPTION ON THE TRAIN LIST

Sorting the trains based on arrival time, departure time, journey duration, cost of travel

MAP FUNCTIONALITY

Maps are only shown with state finder. There are no maps for the typing functionality. Instead of that: Maps should be there for both the functionality and Switch between map ON and OFF.

TICKET BOOKING

No functionality in place to book round trip tickets