Prototype: Comfy Rail Traveling

At 6:30 pm George has left his office in Geneva and is now walking to the Geneva railway station. Tonight he will not travel to Lausanne where he lives but to Montreux for hearing a jazz concert together with friends. George asks his smartwatch: “When is the next train going from Geneva to Montreux?” After a short time his watch displays: **Train no. 41 Geneva - Montreux, 18:39, track no. 6.** Two minutes later the watch is buzzing and shows a new message: **Train no. 41 will leave Geneva 5 minutes late.** That is not so bad; so George has time to buy a mineral water at the railway station.

Coming out from the shop George proceeds to the platform. As usual around this time of day it is very crowded. The train pulls in and everybody boards. George can’t find a seat. He has to finish urgent work during the 1 hour train ride to Montreux and his notebook’s battery is low. He asks his watch: **“Which coach has seats available with power outlet?”** Reply on the watch: **Coach no. 02 has 3 available seats with power outlet; 4 coaches ahead from your current coach.** George walks to coach no. 02 at the beginning of the train. Indeed there are seats available. George takes a seat and starts his work.

A cup of coffee would be great now. In the same railway app George gets a list of the services available on this train. Luckily there is also a food and beverage service. In the beverages section George presses “Coffee” and “Order”. 5 minutes later the coffee is being served to his seat. The cost is settled through mobile payment. George can finish his work and arrives in Montreux. He is still in time for the concert.
About:
- 34, not married, 12 years of software system engineering experience.
- Living in Lausanne near the lake of Geneva.
- Daily commuting to his office in Geneva by train.
- Likes to hear jazz music.

Responsibilities:
- Software requirements handling and development coordination for operational systems.
- Often multiple projects to manage.
- Receive reports about system weaknesses and defects, coordinate improvement actions.
- Create road maps for future functionalities and technologies.

Needs:
- Handle high work volumes, often work before & after normal office hours, get work done during commuting by train.
- Fast response, immediately handle system defects.
- Have a good working environment on trains.
- Life balance, be on time for meeting friends and hearing concerts in the lake Geneva area.

Main Goals:
- Sophisticated system functionalities and user experience helping customers improve their competitiveness.
- High availability of systems, fast times to repair.
- Keep development costs at reasonable levels.
- Bring functionality and technology innovations to the market.

Pain Points:
- During rush hours it is difficult to find available seats in trains.
- At the same time it is not easy to find seats with a power outlet nearby.
- In case of train delays it would be good to receive information automatically before coming to the platform.
As the responsible person for the quality and availability of operational software systems I need ways to take care of problem reports from customers promptly – also outside normal office hours and while on the move, so that system malfunctionings are solved fast and customers' business processes are not affected.
# UX Journey

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>Touch Points</th>
<th>Mindset</th>
<th>Feeling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk to railway station, get information about train schedule.</td>
<td>Railway app on smart watch</td>
<td>That meeting took longer than planned. I hope that there will be a train to Montreux soon.</td>
<td>😊</td>
</tr>
<tr>
<td>Learn about delay and adjust my plan accordingly.</td>
<td>Railway app on smart watch</td>
<td>That delay is not so bad. So I can do some shopping.</td>
<td>😞</td>
</tr>
<tr>
<td>Board train and look for seat. Ask watch about available seats.</td>
<td>Platform</td>
<td>So crowded again! And no seat available!</td>
<td>😊</td>
</tr>
<tr>
<td>Walk to coach with available seats, take a seat, start working.</td>
<td>Other passengers Seats (taken) Railway app on smart watch</td>
<td>Happy to have found a seat with power outlet in the indicated coach.</td>
<td>😊</td>
</tr>
<tr>
<td>Order a cup of coffee. Enjoy cup of coffee during work.</td>
<td>Coaches Seat Power outlet</td>
<td>After this long working day I deserve a coffee!</td>
<td>😊</td>
</tr>
<tr>
<td>Finish work, arrive at destination.</td>
<td>Railway app on smart watch</td>
<td>Happy to have completed urgent work. Looking forward to meeting friends soon.</td>
<td>😊</td>
</tr>
</tbody>
</table>
Train no. 41
Geneva - Montreux,
18:39, track no. 6

Update:
Train no. 41 will leave Geneva 5 minutes late.

Coach no. 02 has 3 available seats with power outlet; 4 coaches ahead

Services on train no. 41:
- Wi-Fi
- Food & beverages
- Bicycle loan

Beverages:
- Coffee 4.00
- Tea 4.00
- Water 3.00

Your selection:
1 coffee 4.00
Order Now