

Shift User Journey

	College Student: Ms. Desai Ms. Desai is a 18 year old college freshman who has just shifted to the city of Mumbai for her undergraduate studies in Fine Arts. She is a quiet introverted girl who often finds her solace in painting or with her books. She prefers staying in over going out. Sunday evenings at home with chai and people watching from her window are her favourite.		Scenario: Ms. Desai is currently living in Mumbai at a paying guest which is 30 mins of commute to her college. She commutes daily to and fro using the local trains and generally prefers going on the ladies coach - because the train is crowded during her commuting hours.		Goals & Expectations: To commute daily smoothly and safely		Jan 2025 Version 1			
Phase Name	Joining College		Commuting to College in Local Train		In the moment		What just happened?!		Further	
Phase Duration	Newly moved to the city		Traveling daily in local train		Being harrassed		Feeling angry and agitated		Having to take the same train everyday	
Doing Activities & Touchpoints	Settling into PG and college life		Taking a share rickshaw to station everyday and then traveling in the train		Being harrassed by another passenger		Tries to just exit the train at the next stop		Trying to find an alternative mode of transport	
	Figuring out the route from home to college and return		Traveling in peak hours mostly due to college timings		Groped in a heavily crowded compartment		Takes a rickshaw to college that day		Travelling in the ladies coach to avoid any further assault	
	Getting a monthly pass to make the process smoother		Ocassionally travelling with a friend at the PG		Freezes still, not knowing what to do		Calls a friend and explains what happened and asks them to stay on call		Having to take the same train everyday	
	Being on the lookout for roads to avoid								Worrying that she will run into him	
	Trying to find friends to commute with									
Thinking Thoughts & Needs	"What do I need to know?"		"Another day, another train"		"What is happening?"		"I need to get out of here"		"What if this happens again"	
	"Can I travel with a friend?"		"Wish I had the luxury to take cabs everyday"		"Did that guy just do that?"		"I'll call my friend I need to talk to someone"		"I shouldn't say anything to mom or dad. They will put restrictions on me."	
	"Is there something I should avoid?"		"This is the fastest way though"							
Feeling / Pain Points	Stepping into the unknown		Monotonous		Anger		Confusion		Feeling helpless	
	Apprehension		Mundane		Agitation		Out of Control		Having to take the same train everyday	
	Naive		Tiring		Fear		Anxious			
					Conflicted		Overwhelmed			
					Violated					
Positive / Confident										
Neutral										
Neg. / Unconfident										