Train reservation













SCENARIO

Login, booking, reserving, and live tracking of trains



Entice

How does someone initially become aware of this process?



Enter

a tickets

What do people experience as they begin the process?



Arrive at railway

Engage

In the core moments in the process, what happens?



What do people typically experience as the process finishes?

Extend

What happens after the



experience is over?



Steps

What does the person (or group) typically experience?

Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Things: What digital touchpoints or



- Places: Where are they?
- physical objects would they use?

reservation section of the website, iOS app, or Android app

reservation section of the website, iOS app, or Android app

Train ticket reservation section of the website, iOS app, or Android app

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View list of

trains details

reservation section of the website, iOS app, or Android app

within the website iOS app, or Android app

iOS app,

and find yours seat

Some specific train journeys are includes foods and sleeping bag for long travelling,

Experience the journey

train & iournev

Writing & submitting review

If other users interact with this person, theywill see these completed journies also



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Help me see what

Help me leave the journey with good feelings and no discomfortness

Help me see what

Help me see what I could be doing next

Help me see ways to enhance my new journey trip



Positive moments

What steps does a typical person find enjoyable, productive, efficient, comfortable, delightful, or exciting?

People love the journey itself, we have a 97%

People generally leave journey feeling comfortable and

People like looking back on their past journies



Negative moments

What steps does a typical person find discomforting, confusing, angering, costly, or time-consuming?

the reservation ("I hope this will be worth it!")



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

If you don't follow this path immediately after carry over the journey compare and reserve from your booking? (e.g. without having to click

How might we equi passengers to trave after the journey?

How might we totall regret this journey moment?