

Customer Journey Map

Phases	Phase 1 Motivation	Phase 2 Website Search	Phase 3 Choosing Preference	Phase 4 Final Confirmation	Phase 5 Payment
Activities Performed	Wants to book railway tickets for the Travel	Search for the train and Seat availability	Customer chooses the preferred seat	The chosen seat is reserved and asked for confirmation	Makes the Payment for the Preferred Ticket
Emotions	Happy and Excited	Happy as the customer finds numerous options	Happy as the customer finds it convenient	Happy to find their preferred seat	First finds little difficulty in payment . Contacts customer service and completes the transaction with helpline
Overall Experience	Good	Good	Good	Good	Average ,Little Disappointed in the first with the lagging in the payment
Customer Expectation	Easy handling and support all operating system	Less complexity for searching the seat availability	Show the available seats closest to the preference.	A web application with simple interface	Availability of numerous payment options and simple process