CUSTOMER JOURNEY MAP SMART SOLUTIONS FOR RAILWAYS

Browsing, booking, attending, and rating a local city tour

Steps
What does the person (or group) typically experience?

Interactions
What interactions do they have at each step along the

Goals &motivations
At each step , what is a person's primary goal or motivational?
("Help me..." or "Help me

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

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

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

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Entice How does someone initially become aware of this process?

Sudden plans to travel to make aware to book the by online in last minute by various QUOTA's

There are basic steps to fill the detail about passanger personal details with board time of train

The purpose of the digital booking of tickets provides QR Code with that knows the all details about the passanger and also provides the safety insurance to passangers etc.

Reducing the waiting time in general ticket buying method

They include to affect the normal people ticket Quota,who are in not educated

If you book the digital ticket path is very easy to fill.

Enter
What do people experience as they begin the process?

Based on IoT technology, Smart Solution for Railways provides various benefits to passangers and Railway department

Extensive of journey makes some tired feeling to the passanger

Smart digital booking of tickets bring innovation in Railways and to users.

Reducing the buying time and its comfort to the passanger

Some of the times late arrival of train provides soo inconvenience to

Use the auto upgraduation selection of ticket provides the upgradation

Engage
In the core moments in the process, what happens?

Smart booking of ticket provides digital ticket with QR code to the passanger

It is tells about using technology to book the tickets

The digital tickets booking provides serval QUOTA's to the passangers.

The benefical think will provides the train running status and travel insurance and food to passanger and refund of ticket cancellation

According to digital booking ticket cost is higher to normal fare of the

Avoid to share the PNR number of ticket to the strangers in while journey Exit
What do people typically experience as the process finishes?

The outcomes upon successful complection of this application , passangers will be able to : Learn how to book the ticket in

There are main motive to bring this system to avoid the passanger standing in "long queues" in emerengy period

> Cost of the ticket is mainly based upon distance and type of coaches & classes in Railways

Digital ticket provides QR code with that all information about passanger is gathered easily while in ticket checking

A some statical information <20% of passangers to book the ticket in digital method

The very first steps in booking giving the personal details then boarding details What happens after the experience is over?

Extend

(1)

IoT solution want to make sure we're here to cover any part of your journey in changing the travel experience.

The digital booking strategy provides faster booking time of tickets to the passanger

The digital booking of tickets gives travel insurance

The advantages of this digital ticket is not manodatory to carry the hardcopy of the ticket is not lead us to missing

The biggest problem in this digital method of booking is network issues while booking, server busy etc.

Stop shown uneccesary the QR code to the strangers

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