



Project Design Phase-II

Customer Journey

Date	15 October 2022
Team ID	PNT2022TMID18159
Project Name	Smart Solution for Railways

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Customer make a trial by booking tickets They look for proper guidelines and features Ticket for un-planned trips	Upload their authorized documents They look for train timings	Generation of QR Code tickets Preferred seat is allocated	User friendly Satisfied previous travel experience
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity; e.g. by using the first person narrator.</i>	E-tickets Reduce workload Save time	Proper confirmation Try to avoid internet disconnection	No need to carry hard copy of documents Safety assured by live location tracking	They want to share their experience Regular booking
Touchpoint What part of the service do they interact with?	Preferred seat allocation Live location tracking	Reminder about trip timings 24 x 7 online ticket booking	Double encrypted QR Code Available of medical provision	Offers for frequent booking
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	Immediate	Refundable	Cancelled seats are	Multiple entries to manage busy
Process ownership Who is in the lead on this?	Passenger	Administrator and passenger	Passenger	Passenger and Citizens

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