

Customer Journey Map

Phases	Phase 1 Motivation	Phase 2 Website Search	Phase 3 Choosing Preference	Phase 4 Final Confirmation	Phase 5 Payment
Activities Performed	They need the Train tickets for travel	Searches for the train and availability of seats	Customer chooses their preferred seat	The chosen seat has been reserved and asked for the confirmation	Makes the Payment for the preferred Ticket
Emotions	Happy and Excited	Happy when the customer finds numerous options	Happy as the customer find the seat conveniently	Feel happy to find their preferred seat	First finds little difficulty in payment. Contacts customer service and completes the transaction with helpline.
Overall Experience	Excellent	Excellent	Excellent	Excellent	Average or little disappointed in thefirst time with lagging the payment
Customer Expectation	Can handle easy 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

