



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.













Created in partnership with

Product School



Smart Solutions for Railways

Online booking of tickets and QR code verification. Continuous location update

<div> SCENARIO</div> <div>Booking train tickets and live with continuous location update</div>	<div> Entice</div> <div>How does someone initially become aware of this process?</div>	<div> Enter</div> <div>What do people experience as they begin the process?</div>	<div> Engage</div> <div>In the core moments in the process, what happens?</div>	<div> Exit</div> <div>What do people typically experience as the process finishes?</div>	<div> Extend</div> <div>What happens after the experience is over?</div>
<div> Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Booking tickets via online</div> <div>A Customer books ticket through online mode</div> <div>Visit Webpage for booking</div> <div>A Customer visit Webpage for booking and make payment in Webpage</div> <div>Get train informations</div> <div>A Customer can see all the details of the train in the Webpage</div>	<div>Find Connecting Trains</div> <div>Authentication of passenger tickets</div> <div>Plan the trips by seeing the availability of trains and timings.</div> <div>Travel insurance offering</div> <div>Input ID and password for login</div> <div>For Verification with face</div>	<div>Scans the QR code</div> <div>Alert passengers from unknown places</div> <div>Alert the Passenger before destination</div> <div>Find unreserved and reserved free seats</div>	<div>Prompt for review</div> <div>After 1 hour of journey,the passenger will be prompted with an email for a review</div> <div>Writing and Submitting Review</div> <div>Passenger writes the review</div>	<div>History of traveling</div> <div>Passengers can see their traveling made</div> <div>Storing details of passengers for further booking</div> <div>Passengers can make further booking by skipping the details page</div>
<div> Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Mobile app or webpage</div> <div>Using smart devices</div>	<div>Train Search Page</div> <div>Login Page</div>	<div>Direct Interaction with TTE</div> <div>Passenger can alert co-passengers in mysterious location</div>	<div>Passengers e-mail or SMS</div>	<div>Mobile Application</div>
<div> Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div></div> <div>Help me to know more about Train details</div> <div></div>	<div></div> <div>Help me get Insurance</div> <div></div>	<div></div> <div>Help me to aware of location</div> <div></div> <div>Help me to do transactions securely</div>	<div></div> <div>Help me to spread about the features in the website</div>	<div>Help me to see my previous travelled details</div> <div>Help me to see how many kilometers I covered</div> <div>Help me to see which are the places that I crossed</div>
<div> Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div></div> <div>Passengers can avoid standing in Queue</div> <div></div> <div>Explore the train routes while travelling</div>	<div></div>	<div></div> <div>reuse of QR code</div> <div></div>	<div>Passengers will often get offers on ticket booking</div> <div>Passengers will get rewards who are using the websites most of time</div>	<div>Make memories from that places</div>
<div> Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div></div> <div>Network issue</div> <div></div>	<div></div>	<div>Long time for processing</div> <div>requires suitable hardware</div>	<div>Passengers feel leaving review is an arduous process</div>	<div>Storing of unwanted data</div>
<div> Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div></div> <div></div> <div></div>	<div></div> <div></div> <div></div>	<div></div> <div></div>	<div></div> <div></div>	<div></div>