














# Customer experience journey map



## Smart Solutions for Railways

Paperless Work for ticket booking and verification

TEAM ID PNT2022TMID08129

<div>SCENARIO</div> <div>Booking, Paperless Verification and alert before passenger's destination</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Booking Ticket</div> <div>Most of the customer choose to travel by train so they need to book ticket.</div> <div>Visit Website Or App</div> <div>They navigate to ticket booking section of our website</div> <div>Choose city and dates</div> <div>The passenger choose the date of travel and the destination place to see available trains and number of seats.</div> <div>Browse for availability</div> <div>The passenger sees the availabilities of train and number of seats.</div> <div>View Detail</div> <div>After confirming the availability, the passenger views more detail about the train timings.</div>	<div>Enter Details for booking</div> <div>The passenger enter the details like name, number of people, phone number, age, preference of seat, etc.</div> <div>Upload ID proof</div> <div>Passenger uploads any one of the id proof for authentication.</div> <div>OTP Confirmation</div> <div>Passenger confirm the ticket via SMS or email.</div> <div>Payment Information</div> <div>Passenger enters the payment information.</div> <div>Confirm Payment</div> <div>Passenger sees the summary of details and then they confirm.</div> <div>Receives Ticket &amp; QR</div> <div>After booking successfully passenger receives E-Ticket which has QR via e-mail.</div> <div>Remainder</div> <div>One day before Passenger receives SMS as a reminder to their journey.</div>	<div>Scans the QR</div> <div>On boarding passenger will show QR which TTR will scan to verify.</div> <div>Alert before their destination.</div> <div>Passenger gets a alert before 15 mins of their destination.</div> <div>Arrive at destination</div> <div>passenger can go to their desired place from their arrived station</div>	<div>Prompt for review</div> <div>One hour after the journey the passenger will be prompted with a email or a SMS for a review.</div> <div>Writing and submitting the review.</div> <div>Passenger writes the review.</div>	<div>History of Journey</div> <div>Passenger can always see their History of journey.</div>
<div></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>Travel booking section of website or app</div> <div>Ticket booking section of the website or app</div> <div>Ticket booking section of the website or app</div> <div>Ticket booking section of the website or app</div> <div>Ticket booking section of the website or app</div> <div>They can see all the details about train timings etc., by clicking view details button.</div>	<div>Ticket booking section of the website or app</div> <div>Ticket booking section of the website or app</div> <div>Passenger mobile phone - SMS</div> <div>Payment overlay within the website or app</div> <div>Payment overlay within the website or app</div> <div>Passenger's email (Software like gmail or outlook)</div> <div>Passenger's email (Software like gmail or outlook)</div>	<div>Direct interaction with TTR.</div> <div>Passenger's SMS.</div> <div>Passenger's destination tend to start in a specific public space.</div>	<div>Passenger's email or SMS.</div> <div>"Leave a review" modal window within the profile on the website or app.</div> <div>This is communicating indirectly with the ticket booking medium</div>	<div>History of journey section of the profile on the website or app.</div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to book a ticket for train.</div> <div>Help me to know more about the bookings and trains.</div> <div>Help me avoid seeing the wrong dates and place.</div> <div>Help me to see what is there.</div> <div>Help me to understand all about this journey details.</div>	<div>Help me to enter the details.</div> <div>Help me to upload the ID proof.</div> <div>Help me to confirm the ticket via SMS or email.</div> <div>Help me to get through the payment part.</div> <div>Help me to assure that my payment is successfully.</div> <div>Help me to confirm my ticket via email.</div> <div>Help me make sure that i don't forget my journey .</div>	<div>Help me to verify the ticket by scanning the QR.</div> <div>Help me to be aware of the destination.</div> <div>Help me to get into the destination place.</div>	<div>Help me to spread the word about the ticket booking process and the difficulties faced.</div>	<div>Help me to see what are all the journey i have taken so far.</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person motivating, delightful, or exciting?</div>	<div>Booking through website is the saving and passenger need not waste their time in que.</div> <div>Useful in seeing train timings and its route.</div>	<div>Payment flow is bare-bone and simple.</div> <div>Digital Ticket so no worry of losing it.</div> <div>Passenger find this remainder useful when they booked tickets long before</div>	<div>Easy verification. No tension of missing tickets.</div> <div>Keeps the passenger alert and aware about their destination.</div>		<div>People like looking back their past memories.</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person costly, or time-consuming?</div>	<div>Passenger sometime forget to put their dates or number of people which leads them to find unuseful.</div>			<div>Passenger feel leaving review is an arduous process.</div>	
<div></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>Provide simpler summary to avoid information overload.</div>	<div>How might we take this SMS alert to kind of alarm.</div>		<div>Can we change different languages to see what changes the response rate.</div> <div>How might we progressively disclose the full review so that each steps feels more simpler</div>	