Project Design Phase-II
Customer Journey

Date	3 October 2022
Team ID	PNT2022TMID53940
Project Name	Smart Solution for Railways
Maximum Marks	4 MARKS

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?	Book an online ticket with an proper guidelines. / Avoid Ticketless Traveling	Book an ticket by entering the valid personal details and their journey details. / Making the Process easier and convenient and also can track their live location from wherever they want. / No one can enter the station without scanning the QR code in their tickets this avoids the ticketless traveling issues on the railway side.	Booking is confirmed by generating a ticket. / Each Ticket consists of an unique QR Code that contains entire information of the passenger. / Passenger needs to scan the QR code while entering into the platform / There is an automatic door system with an scanner and the PIR sensor / once the code is scanned he door opens a tally the count of ticket and the person count while entering. The door closes when the counts gets equal.	Prevent loss on the Government side / Makes easier to carry all the necessary information within the ticket itself.
Needs and Pains – What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Helps to stop the ticketless traveling / Initiation setup cost may be high for the ticket checking system.	Helps to know about all the services that are provided in Railways / Server Maintenance delay may occur	Helps to book the ticket in a quick manner / Every detail is stored in cloud. So it is highly secured.	Helps to know their live location of traveling / Helps to avoid the fraudulent behaviour.
Touchpoint – What part of the service do they interact with?	Ticketless Traveling	Through the Help Service via application / Assistance provided to book tickets / Fastest Ticket Verification	Booking Page is viewed / Ticket is generated with unique QR Code / Proper Checking is done with system before getting into the train.	Makes Profit for the Government / Easy and efficient process
Customer Feeling – What is the customer feeling? *Tip: Use the **emoji app** to express more emotions*	😲	🤔	🙁	🥵
Backstage				
Opportunities – What could we improve or introduce?	Chatbots may be provided for clarification while booking	Personal details requirements entry can be minimized by		Multiple Secured Entries may be provided inorder to manage in busy times.
Process ownership – Who is in the lead on this?	Government and Passenger	Passenger	Passenger and Government	Passenger and Government

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