




| Journey Steps Which step of the experience are you describing? | Discovery why do the even start the journey? | 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? | <div>train timings</div> <div>train's current location</div> <div>number of seats available</div> | <div>Search for Trains</div> <div>Explore the web Application created</div> <div>Find information about other trains</div> | <div>Hassle free user experience</div> <div>Accuracy of train.</div> <div>Easy and fast Tickets bookings.</div> |
| 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> | <div>wants to avoid train delays in last minute</div> <div>achives the most efficient way to travels in a train</div> <div>wants to avoid confusions on travelling details</div> | <div>Helps the Customer to do a better plan</div> <div>Helps in changing trains if informed earlier</div> <div>I can avoid last minute stress and tension</div> | <div>I can get proper information</div> <div>Reduce Tension</div> <div>The customer can cancel their booking before the train starts</div> |
| Touchpoint What part of the service do they interact with? | <div>they can know which train would take them to their desired location</div> <div>At which time the train will arrive at their starting point</div> <div>they can decide their seat to travel</div> | <div>A clear idea about where they are, and when will they reach their destination</div> <div>The list of trains</div> <div>Maps that helps in choosing locations</div> | <div>tell the service benefits to others</div> <div>sharing with others</div> |
| 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? | <div>A better tickets booking System.</div> | <div>An accurate And updated train's Live location .</div> | <div>Avoid the confusion While their journey</div> |
| Process ownership Who is in the lead on this? | <div>passengers</div> | <div>user</div> | <div>users and admins</div> |