

# Smart Solutions For Railways

SCENARIO	Entice	Enter	Engage	Exit	Extend
Booking seats and get QR code for travel ticket and tracking train running status	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps	Visit Web Application Choose a destination, dates, and number of people Browse Trains View details of seating	Start Booking Tickets Complete payment information Confirm payment & book seats Email confirmation Get QR Code for booked tickets	Arrive at departure station Scan QR code for checking Experience the journey	Reach destination Scan QR code for checking Prompt for review	Journey appears in the user profile Personalized recommendations Special trains and routes Personalized journey suggestions after new travel booking
Interactions	Booking and Tracking section of the Web application Train route and schedule table Train coach and seat layout	Booking and tracking section of the web application Payment gateway within the web application Payment gateway within the web application Passenger's email Downloadable QR code ticket page	Passenger look for way to platform from station entrance Interact with TTR for QR code verification 00000000	Interact with station representative for QR code checking Passenger Mail for review submission	Completed experiences section of the profile on the web application Recommendations span across web application Advertisement for special and express trains
Goals & motivations	Book seat and track train running status Know about train track network Select favourable seat for your travel	Help me commit to going on this to journey Help me get through this payment part without too much hassle Help me feel confident that my reservation is finalized and tell me what to do next Help me make sure I don't forget about my journey so that I don't waste money or get disappointed Get ticket on hand	Help me feel confident about where to go Make confirmation on starting the journey	Help me leave the departed station Finished journey Help me spread the word about a travel	Help me to see past activities Help me see what I could be doing next Help me see ways to enhance my new journey
Positive moments	Journey photos, videos, and explanations are exciting to see It's reassuring to read reviews written by past travelers	Excitement about the booking ("Here we go!") Current payment flow is very bare-bones and simple We've heard from several people that the reminder emails were essential, especially if they booked way in advance	people are reassured when they sat on their booked seat People love the tour itself, we have a 98% satisfaction rating	People generally leave journey feeling refreshed and inspired	People like looking back on their past travel We think people like these recommendations because they have an extremely high engagement rate
Negative moments	Several people expressed "information overload" as they browse People express a bit of fear of commitment at this step	Trepidation about the booking ("I hope this will be worth it!")	People expressed awkwardness about finding their seat and coach they had booked	People are unclear whether a tip is necessary, especially for non-Americans on an American tour Customers report feeling review fatigue People describe leaving a review as an arduous process	
Areas of opportunity	If you don't follow this path immediately after your booking, could we send a follow-up? Show highlights or common phrases from reviews Provide a simpler summary to avoid information overload		How might we make your coach easily identifiable	How might we make it clear that travelling is appreciated but not necessary? How might we totally eliminate this awkward moment? How might we progressively disclose the full review so that each step feels more simple?	How might we help people celebrate and remember things they've done in the past?