

Project Design Phase- II

Customer Journey

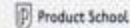
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Customer experience journey map

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.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

As you fill in each of the experience map rows, think about the story of the experience. How does it all fit together?

	 Entrice How does someone identify business needs of this process?	 Enter What do people experience as they begin the process?	 Engage As the user interacts with the product, what happens?	 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?
 Steps How does the person go through this process?	Plot website A person navigates to the website and finds the right page.	Start looking for info After the person finds the right page, they click the "Start" button.	Click on button The person clicks on the button and sees a confirmation message.	Get the results The person sees the results of their search and is satisfied.	Get the results The person sees the results of their search and is satisfied.
 Interactions What interactions do they have at each step along the way?	The person clicks on the "Start" button.	The person clicks on the "Start" button.	The person clicks on the "Start" button.	The person clicks on the "Start" button.	The person clicks on the "Start" button.
 Goals & motivations At each step, what is a person's primary goal or motivation?	They want to find the right page.	They want to find the right page.	They want to find the right page.	They want to find the right page.	They want to find the right page.
 Positive moments What steps does a person enjoy the most?	They enjoy finding the right page.	They enjoy finding the right page.	They enjoy finding the right page.	They enjoy finding the right page.	They enjoy finding the right page.
 Negative moments What steps does a person find frustrating, confusing, or annoying?	They find it frustrating to find the right page.	They find it frustrating to find the right page.	They find it frustrating to find the right page.	They find it frustrating to find the right page.	They find it frustrating to find the right page.
 Areas of opportunity How might we make each step better?	We could make it easier to find the right page.	We could make it easier to find the right page.	We could make it easier to find the right page.	We could make it easier to find the right page.	We could make it easier to find the right page.



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