

## ***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.

**TIP**  
As you add steps to the experience, move each these "How to" the left or right depending on the scenario you are documenting.

SCENARIO Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?  A Customer navigates to our Booking section of our Website  The Customer sees available train for their dates, cities and number of people  They see information about what and where the train will come, plus its price, time of day and how to book  The Customer types a city, date and number of people who will attend the train to see what trains are available	<b>Visit website</b> A Customer navigates to our Website  <b>Browse Available Trains</b> The Customer sees available train for their dates, cities and number of people  <b>View Details About Train</b> They see information about what and where the train will come, plus its price, time of day and how to book  <b>Choose the Train Route and number of People</b> The Customer types a city, date and number of people who will attend the train to see what trains are available	<b>Start Booking the Train</b> After deciding to go on this train, they click the Book button  <b>Complete the Passenger Information</b> They fill out their contact and other required information then continue  <b>Email Confirmation</b> An email immediately sends to confirm that train and provide email about where and when to arrive  <b>Generate QR Code</b> At last the customer gets the generated QR code which acts as a E-Ticket which can be downloaded	<b>Arrive at Train Location</b> During time transportation the customer makes their way to the train location at the scheduled time  <b>QR Code Validation</b> While TTR ask for the ticket, passenger can show the QR Code and gets verified by the TTR  <b>Experiencing the Train</b> After the Verification done by TTR, passenger can enjoy the travel in his/her seat without any fear	<b>Duration Attention</b> An email immediately sends to inform their travel is going to end and how to leave the train  <b>Leave the train</b> The Passenger gets up to the train things and heads for his own way  <b>Writing and Submitting Review</b> The train passenger writes a review and gives the tour a star rating out of 5	<b>Train appears in the user profile</b> The completed train appears on the past experiences' area of a customer's profile  <b>Personalized recommendations</b> When a past train participant, books new travel with us, we show them personalized train recommendations in their arrival city
<b>Interactions</b> (Description of a possible moment)  What interactions do they have at each step along the way?  • <b>People:</b> Who do they see or talk to?  • <b>Places:</b> Where are they?  • <b>Things:</b> What digital touchpoints or physical objects would they use?	Go to the City train section in the Website  View the details of the train that are available  View the details of the selected train by the customer  View the city train section of the website	View the city train in the website  Basic information overlay within the website  Customer's email/phone like Outlook or Gmail  QR code download or view section of the website	Train locations tend to start in the specific Railway stations  QR code download or view section in the website  Passenger gets the good view in the train and experience them. This lasts about travelling time  Passenger looks for the train in the platform as well as tracks using GPS, often as the train comes closer  Most common objects that the passengers interact with are food and beverages	To some degree this is communicating indirectly with the train manager, who will see their review  Direct interactions with his/her friends and potentially other passenger members  Leave a review modal window within the profile on the website  Customer's email (Outlook or Email)	Completed experiences section of website  Recommendations span across website  If other users interact with person, they will see these completed train also
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me see what they have to offer  Help me have more fun and comfort on my trip  Help me to understand what this Train travel is all about  Help me to avoid seeing train on the wrong date, locations or number of people	Help me to confirm going on this train travel  Help me get QR code that can be downloaded without too much hassle  Help me get through this information part without too much hassle  Help me feel confident that my booking is finalized and tell me what to do next	Help me feel confident about where to go  Help me to make the most of my travel to this new place  Help me to feel most confident about the booking while travelling	Help me to remember where and when to leave the train  Help me to spread word about a great travel or provide feedback for one that was not so good  Help me to leave the train with good feelings and no awkwardness	Help me to see what I have done before  Help me to see what I could be doing next
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun to look at options and imagine doing each travel like exploring new places  Travelling on Train photos, videos and explanations are exciting to see  It's reassuring to read reviews written by past travelers	Excitement about the Train time we got  Current moment how is my happiness and simple  This will be used as a reference point for the planned journey later	It is awesome that passenger details are displayed just by scanning the QR code  People who love travel itself, we have a 90% satisfaction rating	We've heard from several people that the reminder emails were essential, especially for the senior citizens  People generally leave train feeling refreshed	People like looking at their past trips
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Several people expressed "information overload" as they browse  Sometimes they forget to put in some number of people which leads them to discover that they can't actually attend	People express a bit of fear of commitment at this step  Trepidation about the booking	People express awkwardness of their platforms and train location		People describe leaving a review as an arduous process
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Make it easier to compare and book the experiences without having to click on them  If you don't follow this path immediately after your booking, could we send a follow-up?  Show highlights or common phrases from reviews or "User style: Great Train" badges?  Could we automatically carry over the city from your booking/leg via a cookie?  Provide a simpler summary to avoid information overload		How might we make our train platform easily identifiable via a platform number displayed	How might we totally eliminate this awkwardness but not necessary?  How might we make it clear that tips is willingness but not necessary?  How might we progressively decline the feedback we had such way that most simple?	How might we help people celebrate and remembers the things that they have done in past?  How might we extend the personal connection to the guide long after the tour is over?



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