












| Scenario |  Entice | | | |  Enter | | | |  Engage | | |  Exit | |  Extent | | |
|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
|  Steps | Visit Website | Browse Available Train | View Details about the Train | Choose the train route and no. of people | Start Booking the Train | Complete the Passenger Information | Email Confirmation | Generate QR Code | Arrive at Train Location | QR Code Verification | Experience the Travel | Destination Intimation | Leave the Train | Writing and Submitting Review | Train appears in the User Profile | Personalized recommendations |
| | A customer navigates to the Booking section of our website | The customer sees available Train for their dates, city, and number of people | They see information about what and where the tour will cover, plus its price, time of day, and tour guide. | The customer types a city, dates, and the number of people who will attend the travel to see what trains are available | After deciding to go on this train, they click the Book button | They fill out their contact and other required information, then continue | An email immediately sends to confirm their train and provide detail about where and when to arrive | At last the customer gets the generated QR Code which act as a E-Ticket which can be downloaded | Using own transportation, the customer makes their way to the train location at the scheduled time | While TTR ask for ticket, passenger can show the QR Code and gets verified by the TTR | After the verification done by TTR, passenger can enjoy the travel in his/her seat without any fear. | An email immediately sends to intimate their travel is going to end and have to leave the train | The Passenger wraps up the travel things and heads his/her own way | The train passenger writes a review and gives the tour a star rating out of 5. | The completed Train appears on the 'past experiences' area of a customer's profile. | When a past train participant, books new travel with us, we show them personalized Train recommendations in their arrival city. |
|  Interaction | City Train section of the website, | View the Details about the trains that are available | View the Details of the Selected train by the customer | City Train section of the website, | City Train section of the website, | Basic Information overlay within the website, | Customer's email (software like Outlook or website like Gmail) | QR Code download or view section of the website | Train locations tend to start in a specific Railway stations. | QR Code download or view section of the website | Passengers gets the good views in the train and experience them. This lasts about travelling time. | Customer's email (software like Outlook or website like Gmail) | Direct interactions with his/her friends, and potentially other passenger members. | "Leave a review" modal window within the profile on the website | Completed experiences section of the profile on the website | Recommendations span across website. |
| | | | | | | | | | Passenger looks for the Train in the Platform as well as tracks using gprs, often as the Train comes closer. | | Most common objects people interact with on tours are food, and beverages. | | | To some degree, this is communicating indirectly with the Train Manager, who will see their review | If other users interact with this person, they will see these completed train also | |
|  Goals and Motivations | Help me have more fun and comfort on my trip | Help me see what they have to offer | Help me understand what this Train Travel is all about | Help me avoid seeing train on the wrong dates, locations, or numbers of people | Help me commit to going on this train travel. | 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 get the QR code that can be Downloaded without too much hassle | Help me feel confident about where to go | Help me to feel more confident about the Booking while travelling | Help me make the most of my travel to this new place | Help me to remember where and when to leave the train. | Help me leave the train with good feelings and no awkwardness | Help me spread the word about a great travel or provide feedback for one that was not so good | Help me see what I've done before | Help me see what I could be doing next |
| | | It's fun to look at options and imagine doing each travel, like Exploring new places. | Travelling in Train photos, videos, and explanations are exciting to see | | | | | This looks new and easy to use which replace the difficulty to carry the physical paper tickets | | It is awesome that Passengers details are displayed just by scanning the QR Code | People love the Travel itself, we have a 98% satisfaction rating | We've heard from several people that the reminder emails were essential, especially for senior citizens | People generally leave Train feeling refreshed. | | | People like looking back on their past trips |
|  Positive Moments | | | It's reassuring to read reviews written by past travelers | | Excitement about the Travel ("Here we go") | Current information flow is very barebones and simple | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
|  Negative moments | | Several people expressed "information overload" as they browse | People express a bit of fear of commitment at this step | Sometimes they forget to put in dates or no. of people, which leads them to discover Train they can't actually attend | Trepidation about the Booking | | | | People expressed awkwardness about their platforms or train location. | | | | | 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? | Make it easier to compare and book for experiences without having to click on them | Provide a simpler summary to avoid information overload | Could we automatically carry over the city from your booking? (e.g. via a cookie) | | | | | How might we make our Train platform easily identifiable (via a number, for example)? | | | | 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? | |
| | | | Show highlights or common phrases from reviews, or Uber style 'great Train' badges? | | | | | | | | | How might we make it clear that tipping is appreciated but not necessary? | | | How might we extend the personal connection to the guide long after the tour is over? | |