Customer Journey

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Scenario
Smart Solutions for Online Railway ticket Booking and it's experience.

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?

Steps
What does the person (or group) typically experience?

- Alternative for offline Booking
- Browse Various available options
- Customer's Choice
- The customer (Passenger) will be looking for an alternative booking system as counter bookings consume a lot of their time.
- customer will search for various online options which are available for Ticket Booking.
- Customer tries out various online options which are available and chooses the one which is reliable and has easy an interface.
- Looks for the availability of train
- Enter's the necessary details.
- Proceed to the payment section.
- customer looks for the availability of train on a specific date and time.
- If tickets are available the user will fill in his details and book the preferred seat.
- After all this, he proceeds with payment process.
- QR code
- Live location
- Weather Condition
- Upon completion of payment QR code gets generated.
- Live location of the train is continuously updated in the web UI.
- customer can know the weather condition of his destination.
- Verification
- Prompt for review
- Writing & submitting review
- The QR code can be scanned for validation of the ticket by the ticket collector.
- One hour after the tour finishes, an email and in-app notification prompt the Passenger for a review
- The passenger submits his review.
- Work on sugessions.
- Travel History
- Based on the customer review, We can improve our service.
- History of previous travel gets stored and can be viewed.

Interactions
What interactions do they have at each step along the way?

- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

- Offline Ticket counters with long queue
- Ticket Booking section of the website or mobile app.
- Mobile phone
- Train and seat availability section of the website or mobile app.
- Payment section of the website or mobile app.
- Mobile phone
- QR code.
- weather tracking section of the weeb page or mobile app.
- Location tracking section of the web page or mobile app.
- QR code.
- Co-passengers.
- Ticket collector
- Review section of the web page or mobile app.
- Travel history section of the webpage or mobile app.

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

- Help me get this Train ticket booked.
- Help me avoid this long Queue in Ticket counters.
- Help me avoid seeing tickets for the wrong dates, times and no of people.
- Help me to book tickets easily.
- Help me to complete the Payment process smoothly.
- Help me with the location of the train
- Help me by updating the weather condition of the destination so that I can prepare accordingly.
- Help me with the Ticket verification process.
- Help me to provide my review about my travel experience.
- Help me see where I have travelled before.

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- The passenger can avoid wasting time in long queue(productive).
- Passengers can avoid the harsh behavior of people at ticket counters.
- Passengers will be happy as booking tickets is now easy.
- Passengers feel relieved once they know the train location and weather condition at the destination.
- Passengers will feel empowered once they know that we value their opinion.
- Passengers like to know where they have travelled before.

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

- Standing in long Queue's make people frustrated.
- People express a bit of hesitation while using online booking systems.
- Customers fear to enter their bank details for payment process.
- Passengers are afraid about transaction failure.
- Passengers will find it frustrating when they experience delay or bad weather during travel.
- Some passengers find the review section to be annoying.
- People find leaving suggestions to be an arduous process and the service provider's won't consider their suggestion

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

- Should make the Online Booking as easy as possible.
- A easy to use and reliable webpage must be created
- Upon transaction failure the Passenger's money must be re-funded as soon as possible.
- Should provide inbuilt app wallet so that the user no need to enter his bank details each and every time.
- Passengers can be notified about the delay in train timings so that they can arrange an alternative.
- Reviews can be made compulsory and should be taken seriously by the authorities.
- Based on past travel data recommendations can be made.