Customer Journey Map

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| **Phases** | **Phase 1**  Motivation | **Phase 2**  Website Search | **Phase 3** Choosing Preference | **Phase 4**  Final Confirmation | **Phase 5**  Payment |
| **Activities Performed** | Wants to book railway tickets for the Travel | Search for the train and Seat availability | Customer chooses the preferred seat | The chosen seat is reserved and asked for confirmation | Makes the Payment for the Preferred Ticket |
| **Emotions** | Happy and Excited | Happy as the customer finds numerous options | Happy as the customer finds it convenient | Happy to find their preferred  seat | First finds little difficulty in payment . Contacts customer service and completes the transaction with helpline |
| **Overall Experience** | Good | Good | Good | Good | Average ,Little Disappointed in the first with the lagging in the payment |
| **Customer Expectation** | Easy handling and support all operating system | Less complexity for searching the seat availability | Show the available seats closest to the preference. | A web application with simple interface | Availability of numerous payment options and simple process |