



Customer experience journey map



Smart Solutions for Railways

Paperless Work for ticket booking and verification

TEAM ID : PNT2022TMID22926

SCENARIO Booking, Paperless Verification and alert before passenger's destination	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?
<div>Steps What does the person (or group) typically experience?</div>	<div>Booking Ticket Most of the customer choose to travel by train so they need to book ticket.</div> <div>Visit Website Or App They navigate to ticket booking section of our website</div> <div>Choose city and dates The passenger choose the date of travel and the destination place to see available trains and number of seats.</div> <div>Browse for availability The passenger sees the availability of trips and number of seats.</div> <div>View Detail After confirming the availability the passenger view more detail about the train things.</div>	<div>Enter Details for booking The passenger enter the details like name, number of people, phone number, age, preference of seat, etc.</div> <div>Upload ID proof Passenger uploads any one of the ID proof for authentication.</div> <div>OTP Confirmation Passenger confirm the ticket via SMS or email</div> <div>Payment Information Passenger enters the payment information.</div> <div>Confirm Payment Passenger sees the summary of details and then they confirm.</div> <div>Receives Ticket & QR After booking successfully passenger receives E-Ticket which has QR via e-mail.</div> <div>Remainder One day before passenger receives SMS as a reminder to their journey.</div>	<div>Scans the QR On boarding passenger will show QR which TTR will scan to verify.</div> <div>Alert before their destination. Passenger gets alert before 15 mins of their destination.</div> <div>Arrive at destination passenger can go to their desired place from their arrived station</div>	<div>Prompt for review One hour after the journey the passenger will be prompted with a email or a SMS for a review.</div> <div>Writing and submitting the review. Passenger writes the review.</div>	<div>History of Journey Passenger can always see their history of journey.</div>
<div>Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?</div>	<div>Travel booking section of website or app</div> <div>Ticket booking section of the website or app</div> <div>Ticket booking section of the website or app</div> <div>Ticket booking section of the website or app</div> <div>Ticket booking section of the website or app They can see all the details about train timings etc., by clicking view details button.</div>	<div>Ticket booking section of the website or app</div> <div>Ticket booking section of the website or app</div> <div>Passenger mobile phone - SMS</div> <div>Payment overlay within the website or app</div> <div>Payment overlay within the website or app</div> <div>Passenger's email (Software like gmail or outlook)</div> <div>Passenger's email (Software like gmail or outlook)</div>	<div>Direct interaction with TTR.</div> <div>Passenger's SMS.</div> <div>Passenger's destination tend to start in a specific public space.</div>	<div>Passenger's email or SMS. This is communicating indirectly with the ticket booking medium</div> <div>"Leave a review" modal window within the profile on the website or app.</div>	<div>History of journey section of the profile on the website or app.</div>
<div>Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help me to book a ticket for train.</div> <div>Help me to know more about the bookings and trains.</div> <div>Help me avoid seeing the wrong dates and place.</div> <div>Help me to see what is there.</div> <div>Help me to understand all about this journey details.</div>	<div>Help me to enter the details.</div> <div>Help me to upload the ID proof.</div> <div>Help me to confirm the ticket via SMS or email.</div> <div>Help me to get through the payment part.</div> <div>Help me to assure that my payment is successfully.</div> <div>Help me to confirm my ticket via email.</div> <div>Help me make sure that I don't forget my journey .</div>	<div>Help me to verify the ticket by scanning the QR.</div> <div>Help me to be aware of the destination.</div> <div>Help me to get into the destination place.</div>	<div>Help me to spread the word about the ticket booking process and the difficulties faced.</div>	<div>Help me to see what are all the journey I have taken so far.</div>
<div>Positive moments What steps does a typical person motivating, delightful, or exciting?</div>	<div>Booking through website is time saving and passenger need not visit their home to que.</div> <div>Useful in seeing train timings and its route.</div>	<div>Payment flow is bare-bone and simple.</div> <div>Digital Ticket so no worry of losing it.</div> <div>Passenger find this remainder useful when they booked tickets long before</div>	<div>Easy verification. No Writion of missing tickets.</div> <div>Keeps the passenger alert and aware about their destination.</div>		<div>People like looking back their past memories.</div>
<div>Negative moments What steps does a typical person costly, or time-consuming?</div>	<div>Passenger sometime forget to put their dates or number of people which leads them to find unuseful.</div>			<div>Passenger feel leaving review is an arduous process.</div>	
<div>Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?</div>		<div>Provide simpler summary to avoid information overload.</div>	<div>How might we take this SMS alert to kind of alarm.</div>	<div>Can we change different languages to see what changes the response rate.</div> <div>How might we progressively disclose the full review so that each steps feels more simple?</div>	