



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.

Created in partnership with

Product School



Smart Solutions for Railways

Online booking of tickets and QR code verification. Live locationupdate of train.

| SCENARIO | Entice | Enter | Engage | Exit | Extend |
|---|--|---|--|---|--|
| Booking train tickets and live with continuous location update | | | | | |
| Steps What does the person (or group) typically experience? | <div>Booking tickets via online</div> <div>A Customer books ticket through online mode</div> <div>Visit Webpage for booking</div> <div>A Customer visiting Webpage for booking and make payment in Webpage</div> <div>Get train informations</div> <div>A Customer can see all the details of the train in the Webpage</div> | <div>Find Connecting Trains</div> <div>Authentication of passenger tickets</div> <div>Plan the trips by seeing the availability of trains and timings.</div> <div>Travel insurance offering</div> <div>Input ID and password for login</div> <div>For Verification with OTP</div> | <div>Scans the QR code</div> <div>Alert the Passenger before destination</div> <div>Alert passengers from unknown places</div> <div>Find unreserved and reserved free seats</div> | <div>Feedback review</div> <div>After their respective journey,the passenger will be prompted with an email for a review</div> <div>Writing and Submitting review</div> <div>Passenger writes the review</div> | <div>History of traveling</div> <div>Passengers can see their traveling</div> <div>Storing details of passengers for further booking</div> <div>Passengers can make further booking by skipping the details page</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>Mobile app or webpage</div> <div>Anywhere and anytime</div> <div>Using smart devices</div> | <div>Train Search Page</div> <div>Ticket Booking Page</div> <div>Login Page</div> | <div>Direct Interaction with TTE</div> <div>Passenger's SMS</div> <div>Passenger can alert co-passengers in mysterious location</div> <div>PNR details</div> | <div>Passengers e-mail or SMS</div> <div>"Leave a review" model within the profile on the website</div> <div>Passenger can alert co-passengers in mysterious location</div> <div>Webpage</div> | <div>Mobile Application</div> |
| Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") | <div>Help me to book train tickets safely</div> <div>Help me to know more about details and updates on Train.</div> <div>Help me to avoid booking to fault users</div> | <div>Help me finding trains</div> <div>Help me get Insurance</div> <div>Help me authenticate myself</div> | <div>Help me to Check for further updates</div> <div>Help me to aware of the current location</div> <div>Help me to search unreserved and reserved vacant seats</div> <div>Help me to do transactions securely</div> | <div>Help me to spread the word about ticket booking process.</div> <div>Help me to spread about the features in the website</div> | <div>Help me to see my previous travelled details</div> <div>Help me to see how many kilometers I covered</div> <div>Help me to see which are the places that are crossed</div> |
| Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? | <div>Passengers can book time very shortly.</div> <div>Passengers can avoid standing in Queue</div> <div>Live location update and following routes</div> | <div>Passengers get the alert message before the day of travel</div> <div>Explore the train routes while travelling</div> | <div>Fast , Secure and easy</div> <div>Reuse of QRcode</div> <div>Avoids tension of misuse</div> | <div>Passengers will often get offers on ticket booking</div> <div>Passengers will get rewards who are using the websites most of time</div> <div>Make memories from that places</div> | |
| Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? | <div>Over description may lead to tension</div> <div>Network issues</div> <div>Continuous loading of network is a time consuming task</div> | <div>Information about Train and its station Might be hard to understand</div> <div>Not sure to whether accept or cancel and not able to findthat option</div> <div>Network issue may affect the performance of train monitoring system</div> | <div>Long time for processing</div> <div>Requires suitable hardware</div> | <div>Passengers feel leaving review as a tiring process</div> <div>Storing of unwanted data</div> | |
| Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? | <div>Automatic chat bots for non digital users</div> <div>Scalable Webpage</div> <div>Increase in bandwidth</div> | <div>Easy and Simple User interface</div> <div>More features added in the websites</div> <div>Passengers can order food items while booking</div> | <div>Dynamic reuse of QR code</div> | <div>Can we Change different languages to see what changes the response rate.</div> <div>Disclosing the full review so that each step feels more simpler?</div> <div>Showing new things in already travelled places</div> | |