## **CUSTOMER JOURNEY MAP** SMART SOLUTIONS FOR RAILWAYS

Browsing, booking, attending, and rating a local city tour

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

Interactions
What interactions do they have at each step along the

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

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating,

delightful, or exciting?

Negative moments
What steps does a typical
when find frustrating, confusing,
angering, costly, or timeconsuming?

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

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Entice How does someone initially become aware of this process?

Sudden plans to travel to make aware to book the tickets by online

There are basic steps to fill the detail about passenger's personal details and boarding details.

The purpose of the online Booking provides QR Code with details about the passenger and also provides the safety insurance to passengers etc.

> Reducing the waiting time in general ticket buying method

They include to affect the normal people ticket Quota,who are not well-versed

Digital ticket booking is very easy to fill.

Enter
What do people experience as they begin the process?

Smart Solution for Railways provides various benefits to passengers and Railway department

Extention of journey makes some tired

Digital booking of tickets bring innovation in Railways and to users.

Provide more comfort to the passenger

Some times late arrival of train provides so inconvenience to the passengers.

Use the auto upgradation selection of ticket provides the upgradation

Engage
In the core moments in the process, what happens?

Smart booking of ticket provides digital ticket with QR code

> It tells about technology to book the tickets

The digital tickets booking provides serval QUOTA's to the passengers.

It provides the train running status and travel assurance and food to passenger and refund of ticket cancellation

According to digital booking ticket cost is higher to normal fare of the general ticket.

Avoid to share the PNR number of tickets to the strangers during journey Exit
What do people typically experience as the process finishes?

The outcomes upon successful completion of this application, passengers will be able to learn how to book the ticket in

The main motive to bring this system is to avoid the passenger standing in "long queues" in emergency period

Cost of the ticket is based on distance and type of coaches & classes in Railways

Digital ticket provides QR code with all information about passenger gathered easily while ticket checking

Some statical information <20% of passengers to book the ticket in digital method

The very first step in booking is giving the personal details and then boarding details Ō

**Extend**What happens after the experience is over?

loT solution want to make sure we are here to cover any part of your journey in changing the travel experience.

Booking of tickets in online mode is very fast and secure

The digital booking of tickets gives travel assurance

The advantage of this digital ticket is not mandatory to carry the hardcopy of the ticket

The biggest problem in this digital method of booking is network issues while booking, server busy etc...

Maintain security by not sharing the passenger details.

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