





<b>Journey Steps</b> Which step of the experience are you describing?	<b>Discovery</b> Why do they even start the journey?	<b>Registration</b> Why would they trust us?	<b>Onboarding and First Use</b> How can they feel successful?	<b>Sharing</b> Why would they invite others?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div>Creating Secure Travel</div> <div>Cost Efficient</div> <div>Effective</div>	<div>Immediate SMS Alerts</div> <div>Information about the Train</div> <div>Real Time Monitoring</div>	<div>PIR Sensor Prevents from accidents</div> <div>Develop a Empathymap</div> <div>Information About Other Trains</div>	<div>Build your social media presence</div> <div>Go beyond safety products</div> <div>Passengers works make easy</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Avoiding Accidents</div> <div>Real Time Monitoring</div> <div>Avoiding Delays</div>	<div>Always prioritize your Passengers Safety</div> <div>Achieving Security Requirements</div> <div>Helps Customer to avoid delays</div>	<div>Can Avoid Stress and Tension</div> <div>Increase Security</div> <div>Promoting positive,secure, friendly environment</div>	<div>Low Cost maintenance</div> <div>Focus on the benefits and feature of the product</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>Delay Message</div> <div>QR Code for Train Information</div> <div>Remote Monitoring</div>	<div>Updated Information Send through Message</div> <div>GPS module updates the location</div> <div>PIR sensor Detects the objects and sent to Loco Pilot</div>	<div>Ultrasonic sensor predict the Train Reaching Time</div> <div>Ensuring more accurate Alerts</div> <div>Quick update of Real time Data</div>	<div>User Friendly Experience</div> <div>Satisfy with the quality of the product</div> <div>Scanning QR code for quick information</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the <b>emoji app</b> to express more emotions</i>				
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	<div>User Friendly</div>	<div>Proper Analysis</div>	<div>Features</div>	<div>Monitoring</div>
<b>Process ownership</b> Who is in the lead on this?	<div>Creator</div>	<div>Creator</div>	<div>Product Providers</div>	<div>Passengers and Railway Deapartment</div>