SCENARIO Entice Enter **Exit Extend** Engage Booking Train ticket How does someone What do people What happens after the What do people In the core moments and onboarding initially become aware typically experience experience is over? experience as they in the process, what of this process? as the process finishes? begin the process? happens? Steps See Trains if ticket cancelled, Store passenger detials Find Connecting Request for cleaning Travel insurance Find free Track train **Provide review** Order Food Payment choice **Booking Ticket** Authentication What does the person (or group) information **Trains** seats(RAC) typically experience? A customer comes To make further Plan the trip by Unconfirmed User can choose the preferable payment Ticket collector can In case, the ticket Input id and User will order quality food User will track the passengers can search for vacant User will track the booking easier, User will give review seeing all the A customer sees all Opt in or out for User will track the verify the tickets by gets cancelled password to login to location of the train detials can be stored of their travel of booking train tricket available trains and website and logins their account locally timing Interactions Mobile or web application user booking Zomato, Swiggy page Customer query Mobile or Web Train Search page PNR detail page Refund confirmation Login Page Train Search page Beneficiary page Train Review form Train search page application page Mobile application Ticket Booking page What interactions do they have at each step along the way? **Goals & motivations** Help me to ask Help me find Help me get Help me request for cleaning Help me search Help me find vacant connecting trains Help me to review insurance food Help me to give payment Help me store my family detials trains my place At each step, what is a person's my previous travels review primary goal or motivation? ("Help me..." or "Help me avoid...") **Positive moments** Upload instagram stories of their travel Relive the memories Get seats and sleep happily Explore the path Animated train Interactive assistant of that trip ourself inormation What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? **Negative moments** Not sure whether to Long waiting time for processing Train informations Non understandabl opt or opt out and Time consuming and Travel without sleep What steps does a typical person are very hard to user interface not able to find that arguable if loss of understand option find frustrating, confusing, angering, costly, or time-consuming? Areas of opportunity QR based ticket Store previous Provide easy Introduce upi Introduce IOT based Collaborate with verification payment swiggy and zomato Chat bot for railways Collect and show the insurance interface How might we make each step Gaming version of and information most viable options ticket booking better? What ideas do we have? What have others suggested?