



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 wi





Smart Solutions for Railways

Online booking of tickets and QR code verification. Continuous location update

SCENARIO Booking train tickets and live with continuous location update	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?	
Steps What does the person (or group) typically experience?	Booking tickets via online Visit Webpage for booking A Customer books ticket through online mode A Customer visit Webpage for booking and make payment in Webpage A Customer can see all the details of the train in the Webpage	Find Connecting Trains Plan the trips by seeing the availability of trains and timings. Input ID and password for login Travel insurance offering For Verification with face	Scans the QR code Alert passengers from unknown places Alert the Passenger before destination Find unreserved and reserved free seats	Prompt for review Writing and Submitting Review History of traveling	Storing details of passengers for further booking Passengers can make further booking by skipping the details page
Interactions What interactions do they have at each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?	Mobile app or webpage Using smart devices Anywhere at any time	Train Search Page Login Page Ticket Booking Page	Direct Interaction with TTE Passenger can alert co-passengers in mysterious location Passenger's SMS Passenger's SMS	Passengers e- mail or SMS "Leave a review" model within the profile on the website Passenger can alert co-passengers in mysterious location	Webpage
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me to book train tickets safely Help me to avoid booking to fault users Help me to know more about Train details	Help me authenticate myself Help me authenticate myself Help me get Insurance	Help me to verify QR unreserved and reserved vacant seats Help me to aware of location Help me to search unreserved and reserved vacant seats Help me to do transactions securely	Help me to spread the word about ticket booking process. Help me to spread about the features in the website Help me to spread about the features covered	
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Passengers can book time very shortly. Passengers can avoid standing in Queue	Passengers get the alert message before the day of travel Explore the train routes while travelling	Fast , Secure and easy reuse of QR code	Passengers will often get offers on ticket booking Passengers will get rewards who are using the websites most of time Make memor from that plants are using the websites	
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Over description may lead to frustuation Continuous loading of network is a time consuming task Network issue	Trains informations are very hard to understand Network issue may affect the performance of train monitoring system Not sure whether to opt in or opt out and not able to find that option	Long time for requires suitable processing hardware	Passengers feel Storing of leaving review is an arduous process	a
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Automatic chat bots for non digital users Scalable Webpage	Easy and Simple User interface More features added in the websites	Dynamic reuse of QR code	Can we Change different languages to see what changes the response rate. How might we progressively disclose the full review so that each step feels more simple? Showing new things in alrea travelled place	_