




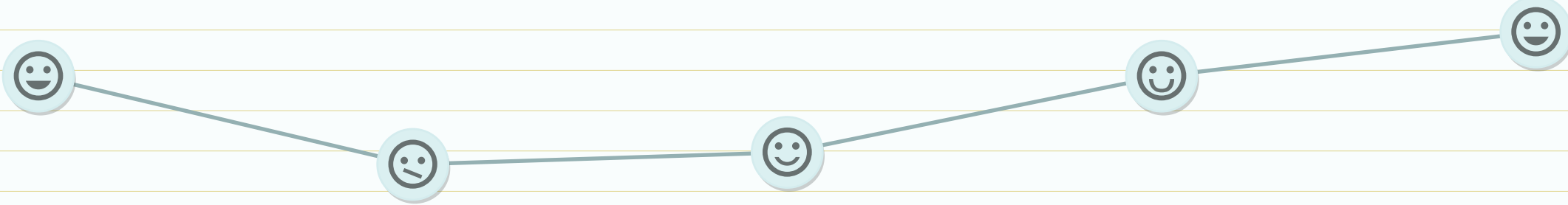


Customer PARAMETERS:	AWARE: 	JOIN: 	SEARCHING: 	BOOKING: 	CHECK: 
Customer User Goals:	Search for an online booking service .	Get regestered.	Find the suitable train route to reach the desired destination.	Pay for the selected journey and get the confirmation mail for the chosen seat.	Check the bookings by revisiting the site and get reminder about the journey the day before boarding.
Customer User Expectations:	Find a good online reservation service.	Easily create an account.	Get detailed route with the appropriate timings the train reaches the station.	The user gets various modes of payment that is simple and clear.	Get verification mail along with unique QR code.
Customer Process:	Search for service on web.	At the webpage navigate to the search box to find the desired train with the destination.	Choose the destination and make decision as per the arriving timings of the trains and the dates	Choose the desiered seats and then enter your details.	Check for the confirmation mail and recheck for the desiered seat back by logging in the webpage.
Customer Experience:	Many prefer online bookings than waiting in queue for hours together.	Simple and clear navigation that gives a positive approach towards booking tickets through online.	The preliminary search is very convenient and fast to give a list of trains availabale .	Clear payment process.	Confirmation mails is sent after payment along with a QR code that makes it easire for the ticket checker
Customer Customer Experience:					
Customer Touch Points:	Search engine.	Account creation .	Searching bar.	Paying mechanisims.	Customer Support.
Customer Ideas:	Availabilty in different languaes.	Search bar to be located at the top right corner.	More clear description about the timings and their stops.		