

Project Design Phase-II
Customer journey mapping.






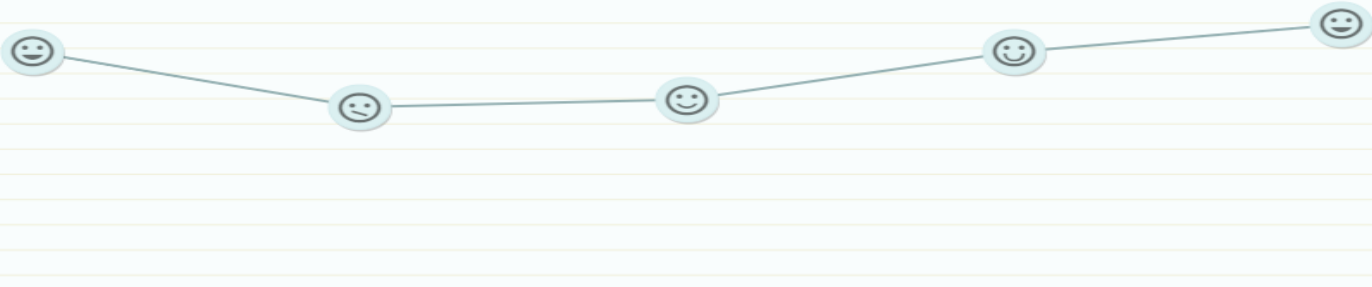
Date	03 October 2022
Project Name	Smart Railway Solutions.

Problem Statement : Smart Railway Solutions.

Proposed Solution:

- A Web page is designed for the public where they can book tickets by seeing the available seats.
- After booking the train, the person will get a QR code which has to be shown to the Ticket Collector while boarding the train.
- The ticket collectors can scan the QR code to identify the personal details.
- A GPS module is present in the train to track it. The live status of the journey is updated in the Web app continuously. All the booking details of the customers will be stored in the database with a unique ID and they can be retrieved back when the Ticket Collector scans the QR Code.

Customer Journey Mapping:

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:	Availabity in different languaes.	Search bar to be located at the top right corner.	More clear description about the timings and their stops.		