SCENARIO

Train ticket booking and onboarding

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 Ticket** — A customers come with the requirement of booking train ticket
- **Visit Website** — A customer visits the website and login in with the credentials
- **See Trains information** — A customer tracks all the train details
- **Find Possible Trains** — Plan the trip by seeing all the available trains and timing
- **Travel insurance opting** — Opt in or out for travel insurance
- **Authentication** — Input id and password to login to their account
- **Payment choice** — Customer can choose the preferable payment option
- **Track train** — User will track the location of the train
- **Order food** — User will order quality food
- **Arriving late to the station** — The passenger miss the train and has to track the train to catch it.
- **Ticket verification** — Ticket collector can verify the tickets by scanning the QR code
- **Find free seats(RAC)** — Unconfirmed passengers can search for vacant seats
- **Provide review** — Passenger will give review of their travel
- **if ticket cancelled, get refund** — In case, the ticket gets cancelled amount is refunded.
- **Browse ticket for the return journey** — User will search all the available trains for returning
- **Store passenger details** — To make further booking easier, details can be stored locally

Interactions
What interactions do they have at each step along the way?

- Mobile or web application user booking
- Mobile or Web Dashboard
- Train Search page
- Train search page
- Ticket Booking page
- Login Page
- Payment portal
- Live train tracking application
- Nearby hotels or online app like Swiggy
- Customer query page
- Train Search page
- PNR detail page
- Train Review form
- Refund confirmation mail
- Mobile application
- Beneficiary page

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

- Help me book this ticket
- Help me navigate to the website
- Help me search trains
- Help me find connecting trains
- Help me get insurance
- Help me authenticate myself
- Help me to make payment
- Help me to track live train status
- Help me to order food
- Help me to ask request for locating the train
- Help me for easy ticket verification
- Help me find vacant seats
- Help me to give review
- Help me get my money back after cancellation
- Help me to book ticket for return journey
- Help me store my family details

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- Interactive assistant
- Detailed train information
- Well defined information about the travel
- Capturing the memories while travelling
- Get comfortable seats and sleep happily
- Relive the memories of that trip

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

- Non understandable user interface
- Train information are very hard to understand
- Not sure whether to opt or opt out and not able to find that option
- Payment failure
- Missing of trains and stops
- Low quality foods
- Some seats are dirty
- Time consuming and arguable if loss of ticket
- Travel without sleep
- Long waiting time for processing
- Type details again and again

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

- Chat bot for railways
- AI based ticket booking
- Collect and show the most viable options
- Provide easy insurance interface and information
- Introduce UPI payment
- Introduce IOT based live tracking
- Collaborate with Swiggy and Zomato
- QR based ticket verification
- Store previous travels in database