












Scenario	 Entice				 Enter				 Engage			 Exit		 Extent		
 Steps	Visit Website	Browse Available Train	View Details about the Train	Choose the train route and no. of people	Start Booking the Train	Complete the Passenger Information	Email Confirmation	Generate QR Code	Arrive at Train Location	QR Code Verification	Experience the Travel	Destination Intimation	Leave the Train	Writing and Submitting Review	Train appears in the User Profile	Personalized recommendations
	A customer navigates to the Booking section of our website	The customer sees available Train for their dates, city, and number of people	They see information about what and where the tour will cover, plus its price, time of day, and tour guide.	The customer types a city, dates, and the number of people who will attend the travel to see what trains are available	After deciding to go on this train, they click the Book button	They fill out their contact and other required information, then continue	An email immediately sends to confirm their train and provide detail about where and when to arrive	At last the customer gets the generated QR Code which act as a E-Ticket which can be downloaded	Using own transportation, the customer makes their way to the train location at the scheduled time	While TTR ask for ticket, passenger can show the QR Code and gets verified by the TTR	After the verification done by TTR, passenger can enjoy the travel in his/her seat without any fear.	An email immediately sends to intimate their travel is going to end and have to leave the train	The Passenger wraps up the travel things and heads his/her own way	The train passenger writes a review and gives the tour a star rating out of 5.	The completed Train appears on the 'past experiences' area of a customer's profile.	When a past train participant, books new travel with us, we show them personalized Train recommendations in their arrival city.
 Interaction	City Train section of the website,	View the Details about the trains that are available	View the Details of the Selected train by the customer	City Train section of the website,	City Train section of the website,	Basic Information overlay within the website,	Customer's email (software like Outlook or website like Gmail)	QR Code download or view section of the website	Train locations tend to start in a specific Railway stations.	QR Code download or view section of the website	Passengers gets the good views in the train and experience them. This lasts about travelling time.	Customer's email (software like Outlook or website like Gmail)	Direct interactions with his/her friends, and potentially other passenger members.	"Leave a review" modal window within the profile on the website	Completed experiences section of the profile on the website	Recommendations span across website.
									Passenger looks for the Train in the Platform as well as tracks using gprs, often as the Train comes closer.		Most common objects people interact with on tours are food, and beverages.			To some degree, this is communicating indirectly with the Train Manager, who will see their review	If other users interact with this person, they will see these completed train also	
 Goals and Motivations	Help me have more fun and comfort on my trip	Help me see what they have to offer	Help me understand what this Train Travel is all about	Help me avoid seeing train on the wrong dates, locations, or numbers of people	Help me commit to going on this train travel.	Help me get through this Information part without too much hassle	Help me feel confident that my booking is finalized and tell me what to do next	Help me get the QR code that can be Downloaded without too much hassle	Help me feel confident about where to go	Help me to feel more confident about the Booking while travelling	Help me make the most of my travel to this new place	Help me to remember where and when to leave the train.	Help me leave the train with good feelings and no awkwardness	Help me spread the word about a great travel or provide feedback for one that was not so good	Help me see what I've done before	Help me see what I could be doing next
		It's fun to look at options and imagine doing each travel, like Exploring new places.	Travelling in Train photos, videos, and explanations are exciting to see					This looks new and easy to use which replace the difficulty to carry the physical paper tickets		It is awesome that Passengers details are displayed just by scanning the QR Code	People love the Travel itself, we have a 98% satisfaction rating	We've heard from several people that the reminder emails were essential, especially for senior citizens	People generally leave Train feeling refreshed.			People like looking back on their past trips
 Positive Moments			It's reassuring to read reviews written by past travelers		Excitement about the Travel ("Here we go")	Current information flow is very barebones and simple										
 Negative moments		Several people expressed "information overload" as they browse	People express a bit of fear of commitment at this step	Sometimes they forget to put in dates or no. of people, which leads them to discover Train they can't actually attend	Trepidation about the Booking				People expressed awkwardness about their platforms or train location.					People describe leaving a review as an arduous process		
 Areas of opportunity	If you don't follow this path immediately after your booking, could we send a follow-up?	Make it easier to compare and book for experiences without having to click on them	Provide a simpler summary to avoid information overload	Could we automatically carry over the city from your booking? (e.g. via a cookie)					How might we make our Train platform easily identifiable (via a number, for example)?				How might we totally eliminate this awkward moment?	How might we progressively disclose the full review so that each step feels more simple?	How might we help people celebrate and remember things they've done in the past?	
			Show highlights or common phrases from reviews, or Uber style 'great Train' badges?									How might we make it clear that tipping is appreciated but not necessary?			How might we extend the personal connection to the guide long after the tour is over?	