RAILWAYS

Smart solutions

Based on ten passenger interviews and observations from the train journey by the railways department.

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SCENARIO Browsing, booking, travelling and enjoying the journey in safe way.	**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?	**Search the website 0r application** Most passengers discover places as they are booking **Visit website or app** A passenger navigates to the city section of our website or app **Choose a city, dates, and number of people** The passenger types a city, dates, and the number of people who will travel the train to see which seats are available **Browse available seats** The passenger sees available seats for their dates, city, and number of people **View detail on availability of seats** After seeing available seats that interests them, the passenger clicks or taps to view more. They see information about what and wherethe train will start and destination point, ticket price and time.	**Start booking a ticket** After deciding to go on this train, they click the booking button **Complete payment information** They fill out their contact and credit card information, then continue **Confirm payment & book tickets** They see a summary of what they are about to book, then they confirm and the ticket is booked! **Email confirmation** An email immediately sends to confirm their booking information and provide details about where and when to reach their station. **Email reminder** One day before the journey, a reminder email is sent to all passengers. The email emphasizes where and when to reach, and what to bring like verification proof (ID proof).	**Arrive at given station** Using their own means of transportation, the passenger makes their way to the given station at the scheduled time. **check the names in the compartment** Travel passenger check the names in the compartment and confirm their booked seats. **Experience of the journey** After the journey the passenger using the feedback link to share their experience.	**Leave the feedback link** After sharing the feedback of their own experience and they leave from the link. **Prompt for review** After feedback then the review page is open give their rating of the experience. **Typing & submitting review** After rating typing the defects and benefits and submitting it.	**Completed journey appears in the user profile** The completed journey appears on the "past experiences" area of a passenger's profile with a few details on where the passenger went **Personalized recommendations** Passenger in the journey informs our backend recommendation systems, which the passenger may experience via better personalization **Personalized ticket offers** The passenger receives an email next moment after their journey with personalized recommendations for other journeys. **Personalized train suggestions after new seats booking** When a past journey of passenger books new train with us, we show them personalized journey recommendations in their arrival city.
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?	Train booking section of the website, iOS app, or Android app Check seats available in the given web application section of the website. The travel passenger checks the starting and ending point of the train, check and verify the ticket through the particular	Train section of the website, iOS app,or Android app Payment overlay within the website, iOS app, or Android app Passenger's email (software like Outlook or website like Gmail)	Train locations tend to start in a specific public space (e.g. the steps of a statue in a junction square) The passenger able to see the current status of the train. Check the names directly in the compartment or in our mobile. Share their experience by easily click it and type it in our mobile. Some journey directly send feedback to required department (e.g. on a food and cleaning related process) Here they type the original requirements and feedback.	Feedbacks are takeover to the required department. Passenger mention the department and explained detail. Depending on the place and seat facility, amount/cash may be involved Passenger's email (software like Outlook or website like Gmail) "Leave a review" modal window within the profile on the website, iOS app, or Android app To some degree, this is communicating indirectly with the required officer, who will see their review	Completed experiences section of the profile on the website, iOS app, or Android app If other users interact with this person, they will see these completed journey also Recommendations span across website, iOS app, or Android app Passenger's email (software like Outlook or website like Gmail) Post-journey screens website, iOS app, or Android app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me get the booked train. Help me have more fun or learn new things on my trip Help me avoid seeing journey for the wrong dates, locations, or numbers of people Help me see what they have to offer Help me understand what this train is all about	Help me commit to going on this train Help me get through this payment part without too much hassle Help me feel confident that my booking is finalized and tell me what to do next Help me make sure I don't forget about my booking so that I don't wastemoney or get disappointed	Help me feel confident about where to go and which one of these train is booked. Help me feel good about my decision to go on this train and to feel welcome Help me make the most of my journey to the new place	Help me leave the train with good feelings and no awkwardness Help me spread the word about a great journey or provide watch-outs and 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 Help me see ways to enhance my new journey.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun to look at options and imagine doing each booking and journey. Foods, Facilities and required things are exciting to see It's reassuring to red reviews written by past travelers	Excitement about the journey ("Here we go!") Current payment flow is very bare-bones and simple We've heard from several people that the reminder emails were essential, especially if they booked way in advance	Our booking tickets tend to be so good that people are assured during their travelling. People love the journey itself, we have a 90% satisfaction rating	People generally leave train feeling refreshed and inspired	People like looking back on their past trips We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People sometimes forget to put in their dates or number of people, which leads them to actually miss the train. Several people expressed "information overload" as they browse People express a bit of fear of commitment at this step	Trepidation about the booking ("I hope this will be worth it!")	People expressed awkwardness about finding their train in a given junction. Sometimes people are matched up with passengers that they don't really like	People are unclear whether a ticket is booked or not, especially in online. People feel peer pressure to tip a train when someone else on the train, leaving them feeling weird and bad if they don't Passengers report feeling review fatigue We have very low review rates (15% of people review experiences) People describe leaving a review as an arduous process	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	If you don't follow this path immediately after your booking, could we send a follow-up? Could we automatically carry over the city from your booking? (e.g. via a cookie) Make it easier to compare and book for ticket without having to click on them Provide a simpler summary to avoid information overload Show highlights or common phrases from reviews, or Uber style "great train" badges?		How might we make our passengers easily identifiable(via the QR codes scanner or the given compartment number)?	How might we make it clear that booking is appreciated? How might we equip people to book after the each journey? (e.g. via email orequivalent app) How might we totally eliminate this awkward moment? Could we A/B test different language to see what changes response rates? 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? How might we extend the personal connection to the train long after the journey is over?