

Project Design Phase -2

Customer experience journey map

better? What ideas do we have?

What have others suggested?

Title: Smart Solution for Railways

Team ID: PNT2022TMID35911

DATE: 13/10/2022

己 **SCENARIO** Browsing, booking, **Entice Enter Exit Extend** Engage attending, and rating a local city tour What happens after the How does someone What do people What do people In the core moments initially become aware experience is over? typically experience experience as they in the process, what of this process? as the process finishes? begin the process? happens? **Steps** SAFE **℃ REVIEW**/ CHECK ROUTE **CHOOSE YOUR EMAIL** PROPER ONLINE TICKET **UPDATION** VISIT THE WEBSITE **EXIT RECOMMENDATIONS** What does the person (or group) **DETAILS** REQUIREMENT BOOKING NOTIFICATION REMAINDER MAP **ANNOUNCEMENTS** typically experience? Know about the After everything is After successful After the journey, the Before the day of Check for the During journey in train, a route of the Bringing new Select the fine, book the ticket description of your transaction, a user may support the availability of your preferred time Upcoming stations The door opens only journey, the user will changes based on service by sending notification is sent to destination and time online using credit or journey given in the will be announced to after train stops be notified train's path will be user feedback proper feedback in the the customer via email debit card the passengers website displayed Interactions Customer's email Help me understand Customer's email Leave a review" modal Tour locations tend Help me see what Payment overlay Completed experiences (software like what this tour is all (software like window within the they have to offer section of the profile on within the website Outlook or website What interactions do they have at Outlook or website start in a specific the website on the website like Gmail) like Gmail) public space 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? **Goals & motivations** At each step, what is a person's To give the feeling To ensure that the To make our product To provide simple Understanding the To ensure confident To give confidence better, in the way it primary goal or motivation? passengers doesn' user interface public safety that purchase is about the travel miss their best fits the end user ("Help me..." or "Help me avoid...") finalized destination **Positive moments** People generally We've heard from several People like looking People love the tour photos, videos, leave tours feeling people that the reminder back on their past Excitement about the itself, we have a and explanations are emails were essential, refreshed and What steps does a typical person purchase good satisfaction exciting to see especially if they booked inspired rating way in advance find enjoyable, productive, fun, motivating, delightful, or exciting? **Negative moments** Some customers What steps does a typical person It's common to forget Server overload. Customers does putting in their dates or tends irritated when poor internet Unease about interested in giving number of find frustrating, confusing, angering, they hear people, which leads them to connection of the the purchase feedback announcements discover tours they can't costly, or time-consuming? customer actually attend Areas of opportunity Could we A/B test Show highlights or How might we extend Provide a simpler the personal connection different language to common phrases summary to avoid to the journey experience see what changes from How might we make each step information overload long after reviews response rates? the tour is over?