

Customer Journey MAP

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PROJECT	SMART SOLUTION FOR RAILWAYS
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Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Reducing the traveling time and paper work	easy access to available seats they can see the current location of train can get the exact information of the train	To connect the GPS location to the application By booking tickets in online they buy the tickets earlier and easily without wasting time	They can search for their desired seats They can access their information at any time
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	ACHIEVE: Booking tickets easily without spending lot of time for reservation AVOID: Excessive use of paper and wasting time in railway stations for buying tickets	ACHIEVE: They will get the QR code which can be used to reduce the paperwork AVOID: excess time for booking tickets and paperwork	It will reduce the time to book tickets and paperwork and they can see the location of train and available seats.	It saves the time and paperwork reducing the traveling time for buying tickets
Touchpoint What part of the service do they interact with?	Mobile application and devices are connected through IOT system	Mobile application Device connected sensors	Notification in mobile application Easy access to the registration details by QR code	can see the location of the train can look for the required seats
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	😊	😊	😊	😊
Backstage				
Process ownership Who is in the lead on this?	Passengers	Passengers	Passengers	Passengers