This is the journey of a

🦄 Game-Changer

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

- Train tickets
- Train availability
- Online payments

What do they struggle with most?
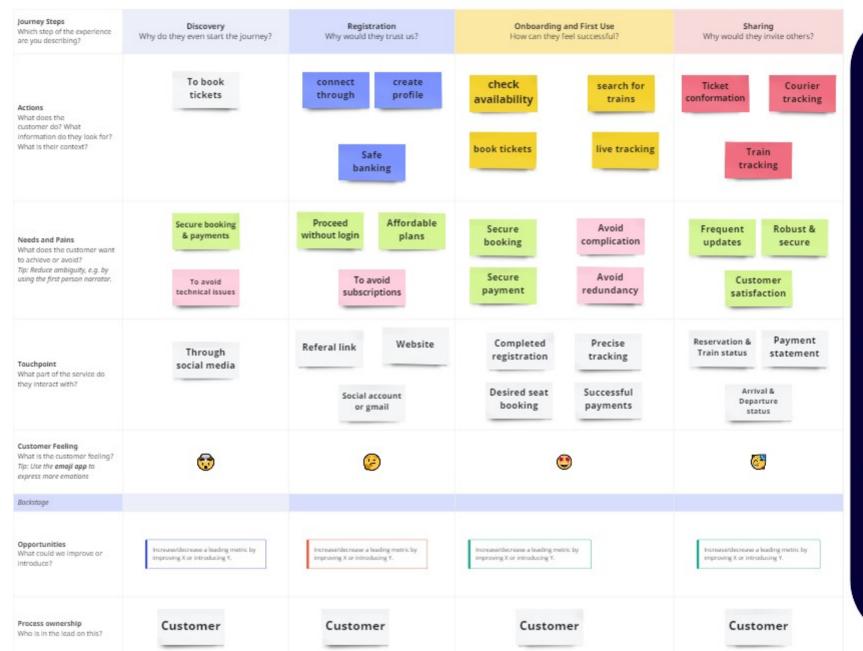
- Season ticket bookings
- Refund update
- Train delay

What tasks do they have?

- Customer login
- Reservation booking
- Payment options

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?	To book tickets	connect through · create profile · Safe banking	check availability · search for trains · book tickets · live tracking	Ticket conformation · Courier tracking · Train tracking
Needs and Pains / What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Secure booking & payments · To avoid technical issues	Proceed without login · Affordable plans · To avoid subscriptions	Secure booking · Avoid complication · Secure payment · Avoid redundancy	Frequent updates · Robust & secure · Customer satisfaction
Touchpoint / What part of the service do they interact with?	Through social media	Referal link · Website · Social account or gmail	Completed registration · Precise tracking · Desired seat booking · Successful payments	Reservation & Train status · Payment statement · Arrival & Departure status
Customer Feeling / What is the customer feeling? Tip: Use the emoji app to express more emotions	😎	🤔	🤩	🥳
Backstage				
Opportunities / What could we improve or introduce?	Increase/decrease a leading metric by improving X or introducing Y.	Increase/decrease a leading metric by improving X or introducing Y.	Increase/decrease a leading metric by improving X or introducing Y.	Increase/decrease a leading metric by improving X or introducing Y.
Process ownership / Who is in the lead on this?	Customer	Customer	Customer	Customer

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What change for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

- Finger tip reservation
- Easy to access train data
- User friendly

What can they finally avoid doing?

- Popup advertisement
- Server maintenance issues
- Resources

What changed in my environment?

- More Confidential
- Easy to access
- Better customer experience