Customer experience journey map

Smart Solutions for Railways

Paperless Work for ticket booking and verification

Product School

SCENARIO

Booking, Paperless Verification and alert before passenger's destination

Phases

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?

Entice					Enter							Engage			Exit		Extend
Booking Ticket	Visit Website Or App	Choose city and dates	Browse for availability	View Detail	Enter Details for booking	Upload ID proof	OTP Confirmation	Payment Information	Confirm Payment	Receives Ticket & QR	Remainder	Scans the QR	Alert before their destination.	Arrive at destination	Prompt for review	Writing and submitting the review.	History of Journey
Most of the customer choose to travel by train so they need to book ticket.	They navigate to ticket booking section of our website	The passenger choose the date of travel and the destination place to see available trains and number of seats	The passenger sees the availability of train and number of seats.	After confirming the availability the passenger views more detail about the train timings.	The passenger enter the details like name, number of people, phone number, age, preference of seat, etc.	Passenger uploads any one of the id proof for authentication.	Passenger confirm the ticket via SMS or email	Passenger enters the payment information.	Passenger views the summary of details and then they confirm.	After booking successfully passenger receives E-Ticket which has QR via E mail.	One day before Passenger receives SMS as a reminder to their journey.	On boarding passenger will show QR which TTR will scan to verify.	Passenger gets alert before 15 mins of their destination.	passenger can go to their desired place from their arrived station	One hour, after the journey the passenger will be prompted with a email or a SMS for a review	Passenger writes the review.	Passenger can view their past history of journey.

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?

Entice					Enter							Engage			Exit		Extend
Travel booking section of website or app	Ticket booking section of the website or app	Ticket booking section of the website or app	Ticket booking section of the website or app	Ticket booking section of the website or app	Ticket booking section of the website or app	Ticket booking section of the website or app	Passenger mobile phone - SMS	Payment overlay within the website or app	Payment overlay within the website or app	Passenger's email (Software like gmail or outlook)	Passenger's email (Software like gmail or outlook)	Direct Interaction with TTR.	Passenger's SMS.	Passenger's destination tend to start in a specific public space.	Passenger's email or SMS.	"Leave a review" modal window within the profile on the website or app.	History of Journey section of the profile on the website or app.
				They can see all the details about train timings etc. by clicking view details button.												This is communicating indirectly with the ticket booking medium.	

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice					Enter							Engage			Exit		Extend
Help me to book a ticket for trains.	Help me to know more about the bookings and trains.	Help me avoid seeing the wrong dates and place.	Help me to see what is there.	Help me to understand all about this journey details.	Help me to enter the details.	Help me to upload the ID proof.	Help me to confirm the ticket via SMS or email.	Help me to get through the payment part.	Help me to assure that my payment is successfully.	Help me to confirm my ticket via email.	Help me make sure that I don't forget my journey.	Help me to verify the ticket by scanning the QR.	Help me to be aware of the destination.	Help me to get into the destination place.	Help me to spread the word about the ticket booking process and the difficulties faced.		Help me to see what are all the journey I have taken so far.

Positive moments
What steps does a typical person motivating, delightful, or exciting?

Entice					Enter							Engage			Exit		Extend
Booking through website is time saving and passenger need not waste their time in que.				Useful in seeing train timings and its route.				Payment flow is bare bone and simple.		Digital Ticket so no worry of losing it.	Passenger find this remainder useful when they booked tickets long before	Easy verification. No Tension of missing tickets.	Keeps the passenger alert and aware about their destination.			People like looking back their past memories.

Negative moments
What steps does a typical person costly, or time-consuming?

Entice					Enter							Engage			Exit		Extend
	Passenger sometime forget to put their dates or number of people which leads them to find unuseful.														Passenger feel leaving review is an arduous process.		

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice					Enter							Engage			Exit		Extend
				Provide simpler summary to avoid information overload.					How might we take this SMS alert to kind of alarm.						Can we change different languages to see what changes the response rate.	How might we Progressively disclose the full review so that each steps feels more simple?	