





Project Design Phase-II

Customer Journey

| | |
|---------------|-----------------------------|
| Date | 08 October 2022 |
| Team ID | PNT2022TMID41195 |
| Project Name | Smart Solution for Railways |
| Maximum Marks | 4 MARKS |

| 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? | <div>Book an online ticket with an proper guidelines</div> <div>Avoid Ticketless Traveling</div> | <div>Book an ticket by entering the valid personal details and their journey details.</div> <div>Making the Personal detail and government and ask can book their ticket from whenever they want.</div> <div>We can not enter the station without entering the QR code. In this system we avoid the ticketless, traveling because of the railway rule.</div> | <div>Booking is confirmed by generating a ticket.</div> <div>Each Travel consist of an unique QR Code that contain some information of the passenger.</div> <div>Passenger need to scan the QR code while entering the train platform.</div> <div>There is an automatic door system with an scanner and the PR sensor.</div> <div>When the task is completed the user spend a fully the cost of a ticket and the payment made while entering the train. Government the count give back.</div> | <div>Prevent loss on the Government side</div> <div>Make a note to carry all the necessary information while the ticket book.</div> |
| 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> | <div>Helps to stop the ticketless traveling</div> <div>Initiation setup cost may be high for the ticket checking system.</div> | <div>Helps to know about all the services that are provided in Railways</div> <div>Server Maintenance delay may occur</div> | <div>Helps to book the ticket in a quick manner</div> <div>Every detail is stored in cloud. So it is highly secured.</div> | <div>Helps to know their live location of traveling</div> <div>Helps to avoid the fraudulent behaviour.</div> |
| Touchpoint What part of the service do they interact with? | <div>Ticketless Traveling</div> | <div>Through the Help Service via application</div> <div>Assistance provided to book ticket</div> <div>Fastest Ticket Verification</div> | <div>Booking Page is viewed</div> <div>Ticket is generated with unique QR Code</div> <div>Proper Checking is done with system before getting into the train.</div> | <div>Makes Profit for the Government</div> <div>Easy and efficient process</div> |
| Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i> |  |  |  |  |
| Backstage | | | | |
| Opportunities What could we improve or introduce? | <div>Chatbots may be provided for clarification while booking</div> | <div>Personal details requirements entry can be minimized by</div> | | <div>Multiple Secured Entries may be provided in order to manage in busy times.</div> |
| Process ownership Who is in the lead on this? | <div>Government and Passenger</div> | <div>Passenger</div> | <div>Passenger and Government</div> | <div>Passenger and Government</div> <div>miro</div> |