

SMART SOLUTION FOR RAILWAYS

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<div>Scenario</div> <div>Smart Solutions for Online Railway ticket Booking and it's experience.</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Alternative for online Booking</div> <div>The customer (Passenger) while looking for an alternative booking system as counter bookings customary a lot of their time.</div> <div>Browse Various available options</div> <div>customer will search for various online options which are available for Ticket Booking.</div>	<div>Enter's the necessary details.</div> <div>Proceed to the payment section.</div> <div>Looks for the availability of train</div> <div>customer looks for the availability of train on a specific date and time.</div> <div>availability section of the website or mobile app.</div> <div>Payment section of the website or mobile app.</div>	<div>QR code.</div> <div>Upon completion of payment QR code gets generated.</div> <div>Live location</div> <div>train is continuously updated in the web UI.</div> <div>Weather Condition</div> <div>customer can know the weather condition of his destination.</div>	<div>Verification</div> <div>customer no validation of the ticket by the ticket collector.</div> <div>Present for review</div> <div>after the last journey, at arrival and its app notification prompt the Passenger for a review</div> <div>Writing & submitting review</div> <div>The passenger submits his review.</div>	<div>Work on suggestion.</div> <div>Based on the customer review. We can improve our service.</div> <div>Travel History</div> <div>history or previous travel gets stored and can be viewed.</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?<div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Offline Ticket counters with long queue</div> <div>Ticket Booking section of the website or mobile app.</div> <div>Mobile phone</div>	<div>availability section of the website or mobile app.</div> <div>Mobile phone</div>	<div>QR code.</div> <div>Location tracking section of the web page or mobile app.</div> <div>weather tracking section of the web page or mobile app.</div>	<div>QR code.</div> <div>Ticket collector</div> <div>Co-passengers.</div> <div>Review section of the web page or mobile app.</div> <div>Travel history section of the webpage or mobile app.</div>	
<div>Goals & motivations</div> <div>Each step, what is a person's many goal or motivation? Help me...," or "Help me avoid..."</div>	<div>Help me get this Train ticket booked.</div> <div>Help me avoid this long Queue in Ticket counters.</div> <div>Help me avoid seeing tickets for the wrong dates, times and no of people.</div>	<div>Help me to book tickets easily.</div> <div>Help me to complete the Payment process smoothly.</div>	<div>Help me with the location of the train</div> <div>Help me by updating the weather condition of the destination so that I can prepare accordingly.</div>	<div>Help me with the Ticket verification process.</div> <div>Help me to provide my review about my travel experience.</div>	<div>Help me see where I have travelled before.</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, diverting, delightful, or exciting?</div>	<div>The passenger can avoid-wasting time in long queue(productivity).</div> <div>Passenger can avoid the harsh behavior of people at ticket counters.</div> <div>Passengers will be happy as booking tickets is now easy.</div>	<div>Passengers feel relieved once they know the train location and weather condition at the destination.</div>	<div>Passengers will feel empowered once they know that we value their opinion.</div>	<div>Passengers like to know where they have travelled before.</div>	
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering silly, or time-consuming?</div>	<div>Standing in long Queue's make people frustrated.</div> <div>People express a bit of hesitation while using online booking systems.</div>	<div>Customers fear to enter their bank details for payment process.</div> <div>Passengers are afraid about transaction failure.</div>	<div>Passengers will find it frustrating when they experience delay or bad weather during travel.</div>	<div>Some passengers find the review section to be annoying.</div>	<div>People find having suggestions to be an tedious process and the service provider's won't consider their suggestion</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Should make the Online Booking as easy as possible.</div> <div>A easy to use and reliable webpage must be created</div>	<div>Upon transaction failure the Passenger's money must be re-funded as soon as possible.</div> <div>Should provide inbuilt app wallet so that the user do not need to enter his bank details each and every time.</div>	<div>Passengers can be notified about the delay in train timings so that they can arrange an alternative.</div>	<div>Reviews can be made compulsory and should be taken seriously by the authorities.</div>	<div>Based on past travel data recommendations can be made.</div>