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? Tip: Reduce ambiguity, e.g. by using the first person narrator.	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 papework	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? Tip: Use the **emoji app** to express more emotions	🙂		😊		😇		🥳	
Backstage								
Process ownership — Who is in the lead on this?	Passengers		Passengers		Passengers		Passengers	