Smart railways

SCENARIO

Browsing, booking, attending, and rating a local city tour



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?

journey must be under

Search of trains Payment process

After payment process QR code is sent through SMS as confirmation

Train live location

Destinations suggestion

Review about

Helpline

reviews

Review is collected for travelling suggestions



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?

The tour guide makes first appearance at this point, although the customer doesn't interact with them yet.

Confirmation sent through SMS available in their

filled through

For exit logout panel are available in the applications

Logout process

Customer are providing with helpline to avoid



Goals & motivations

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

Help me make the most of my trip to this new place environment about

Avoid waiting for journey

Help me to provide feedback

Help me to find

way out

Help me to avoid

what I've done before



Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Customer scarification

Clarification led to satisfaction



Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

unwanted information



Areas of opportunity

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