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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| STAGES  OF  JOURNEY | MOTIVATION | SEARCH FOR WEBSITE | | INSIDE THE SITE | SELECT TRAIN AND PASSENGER DETAILS | | | PAYMENT | | TICKETS | JOURNEY |
| ACTIVITES      FEELINGS | Wants to book a train ticket remotely.  Train Tickets Booking, IRCTC Train Ticket Booking Online | Indian Railway  Reservation | Search online ticket  booking on search  engine.  What Makes A Website Search Engine Friendly? | Neglect the adds if any.  StopAll Ads | Fill the from, destination, date and time of travel. Proceed with search trains.  IRCTC Train Ticket booking and Reservation - Confirm Ticket | Check seat availability and train details. | Select appropriate train among the availability | Add passengers and fill the details | Proceed to pay | Contact online service for help | e-tickets with QR-Code will be send to the registered e-mail ID | “MY BOOKINGS” for QR Code access.  PNR Status for accessing updates regarding tickets.  GPS tracking for accessing live location. |
| VERY  HAPPY |  |  |  |  |  |  |  |  |  |  |  |
| OVERALL SATISFIED |  |  |  |  |  |  |  |  |  |  |  |
| NOT  SATISFIED |  |  |  |  |  |  |  |  |  |  |  |
| EXPERIENCES | Exited to have a better commuting experience | Surprised to see many websites confusing about how to choose | Annoyed to choose due to unwanted adds interrupting while booking | Satisfying availability of stations | Amazed to find wide range of train availability of passengers | Confused to select the appropriate trains | Hectic process due to unnecessary data entry | Frustrated to find only restricted payment options | Satisfied with online payments but had some server delay | Delighted to have digitalized tickets | Pleasant journey experience with lots of commuting facilities |
| CUSTOMER  EXPECATIONS | Effective remote booking | More user friendly search engines | Allow to hide necessary adds | Clear and innovative website designs | To view categorized seat availability | Display trains based on ratings | Avoid collecting unnecessary data | More payment choices | Faster website speed | To experience digitalized ticket booking | Safe and secured travel without any inconvenience. |

**PROJECT TITLE**: SMART SOLUTIONS FOR RAILWAYS **PROJECT DESIGN PHASE-II**: CUSTOMER JOURNEY MAP **IBM-Project-5052-1658746679**