





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>Creating Secure Travel</div> <div>Cost Efficient</div> <div>Effective</div>	<div>Immediate SMS Alerts</div> <div>Information about the Train</div> <div>Real Time Monitoring</div>	<div>PIR Sensor Prevents from accidents</div> <div>Develop a Empathymap</div> <div>Information About Other Trains</div>	<div>Build your social media presence</div> <div>Go beyond safety products</div> <div>Passengers works make easy</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>Avoiding Accidents</div> <div>Real Time Monitoring</div> <div>Avoiding Delays</div>	<div>Always prioritize your Passengers Safety</div> <div>Achieving Security Requirements</div> <div>Helps Customer to avoid delays</div>	<div>Can Avoid Stress and Tension</div> <div>Increase Security</div> <div>Promoting positive,secure, friendly environment</div>	<div>Low Cost maintenance</div> <div>Focus on the benefits and feature of the product</div>
Touchpoint What part of the service do they interact with?	<div>Delay Message</div> <div>QR Code for Train Information</div> <div>Remote Monitoring</div>	<div>Updated Information Send through Message</div> <div>GPS module updates the location</div> <div>PIR sensor Detects the objects and sent to Loco Pilot</div>	<div>Ultrasonic sensor predict the Train Reaching Time</div> <div>Ensuring more accurate Alerts</div> <div>Quick update of Real time Data</div>	<div>User Friendly Experience</div> <div>Satisfy with the quality of the product</div> <div>Scanning QR code for quick information</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>User Friendly</div>	<div>Proper Analysis</div>	<div>Features</div>	<div>Monitoring</div>
Process ownership Who is in the lead on this?	<div>Creator</div>	<div>Creator</div>	<div>Product Providers</div>	<div>Passengers and Railway Deapartment</div>