







Browsing, booking Train tickets online and tracking the train location



How does someone initially become aware of this online process to book the tickets?



What do people experience as they begin the process?



In the core moments in the process, what happens?



What do people typically experience as the process finishes? What happens after the



experience is over?

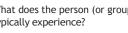


## Steps

What does the person (or group)

**Online Tickets** 

typically experience?





# 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?



Ticket booking section of the website, iOS app,or

	Visit website or app	Choose a city, dates, and number of people	Browse available tickets	View detail a ticket
ole ur	Customer visits website or app to book train tickets for their desired location	Customer navigates to ticket booking section in the app and choose a city, date and number of people for the journey.	Customer browse the available tickets to their location in the specified date.	If the ticket is ava the details of the will be displayed with the price of tickets.

section of the website, iOS app,or

View details of a ticket
the ticket is available, ne details of the journey ill be displayed along ith the price of the ckets.



















The customer is able to view the availability of the seats in the website.

section of the website, iOS app,or Android app



Train tracking section within the website, iOS app or



### Goals & motivations

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



section of the website, iOS app,or

Payment section of the website, iOS app, or Android app

section within the website, iOS app or

Help me see what I

Help me see location of train to make my journey easy



# Positive moments

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



# **Negative moments**

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







# Areas of opportunity

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