BOOK TICKETS ▶

Online Tickets

SCENARIO

Browsing, booking Train tickets online and tracking the train location

Phases

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

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?

Entice
- **Booking train tickets** — Customer feels easy and more comfortable to book tickets in our app or website.
- **Visit website or app** — Customer visits website or app to book train tickets for their desired location.
- **Choose a city, dates, and number of people** — Customer navigates to ticket booking section in the app and choose a city, date and number of people for the journey.
- **Browse available tickets** — Customer browse the available tickets to their location in the specified date.
- **View details of a ticket** — If the ticket is available, the details of the journey will be displayed along with the price of the tickets.

Enter
- **Start purchase of a ticket** — If the customer wants to book the ticket. Click on "Book now" button.
- **Complete payment information** — Customer fills out the payment details like account number and the OTP.
- **Confirm payment & book ticket** — Customer can see the summary and verify the details and click on "Confirm" button. The ticket is booked!
- **QR Code Generation** — A QR code is generated in the app or website on successful booking of train ticket.
- **Email confirmation** — A confirmation email is sent to the customer with the journey details.

Engage
- **Arrive at railway station** — Using their own transportation the customer can reach the railway station on time.
- **Track the location of the train** — Customers can track the live status of their journey in the website or app.
- **Experience the journey** — Customer gets boarded on the train and the TTE verifies the ticket.

Exit
- **End of journey** — When the train reaches the destination customer heads out to their desired location.
- **Prompt for review** — One hour after the journey finishes, an email and in-app notification prompt is sent for review.
- **Writing & submitting review** — The passenger writes a review and gives the journey a star-rating out of 5.

Extend
- **Tour appears in the user profile** — The completed journey appears on the "past experiences" area of a customer's profile with place and the journey date
- **Personalized recommendations** — Based on the customer's past travel our backend systems provide recommendation which the customer via better personalization.
- **Personalized tour offers** — The customer receives an email 20 days after their travel with personalized recommendations for other journey.
- **Personalized tour suggestions after new travel booking** — When a past passenger books new travel ticket with us, we show then personalized recommendations in their arrival city.

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?

Entice
- Login page of the website, iOS app, or Android app
- Ticket booking section of the website, iOS app,or Android app
- Journey details section of the website, iOS app,or Android app
- Ticket Availability section of the website, iOS app,or Android app
- Ticket availability section of the website, iOS app,or Android app
  - The customer is able to view the availability of the seats in the website.

Enter
- Payment section of the website, iOS app, or Android app
- Payment overlay within the website, iOS app, or Android app
- Confirmation page within the website, iOS app, or Android app
- In the Ticket generation section of the website ,iOS app or Android app
- Customer's email (software like Outlook or website like Gmail)

Engage
- Destination locations tend to start in a specific public space (eg: railway station)
  - The customer looks for the local transport to carry their luggage.
- Train tracking section within the website, iOS app or Android app
- Train tracking section within the website, iOS app or Android app
  - Some journey include interactions with train ticket collector.
  - Most common objects people interact with TTE is verification of the train tickets.

Exit
- Train tracking section within the website, iOS app or Android app
  - The current location of the train is continuously updated in the website.
  - Depending upon the destination place the cost of the journey varies.
- Customer's email software like Outlook or website like Gmail)
  - To some degree, this is communicating indirectly with the product manufacturer who will see their review
- "Leave a review" modal window within the profile on the website, iOS app, or Android app
  - If other users interact with this person, they will see these completed journey also

Extend
- Completed experiences section of the profile on the website, iOS app, or Android app
- Recommendations span across website, iOS app, or Android app
- Customer's email (software like Outlook or website like Gmail)
- Post-purchase screens website, iOS app, or Android app

Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

Entice
- Help me get this train ticket booked
- Help me have more details of new trains available for my trip
- Help me avoid seeing trains for the wrong dates, locations, or seat availability
- Help me see when the train will arrive at my station
- Help me understand how to book the tickets

Enter
- Help me avoid the confusion about the train details
- Help me get through this payment part without too much hassle
- Help me feel confident that my booking is finalized and tell me what to do next
- Help me get to know about how to verify my ticket booking to TTE
- Help me make sure I don't forget about my ticket booking so that I don't waste money

Engage
- Help me feel confident about where to get train details, including platform number
- Help me feel good about my decision to go on this train and feel welcome
- Help me make the Journey smooth

Exit
- Help me leave the train with good feelings and no awkwardness
- Help me spread the word about the safe and easy ticket booking process and feedback for one that wasnot so good
- Help me see what I've done before in booking the tickets
- Help me see what I could be doing next

Extend
- 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?

Entice
- It's fun to look at options and imagine doing online ticket booking
- Easily booking the tickets without time and energy waste seems exciting
- It's reassuring to read reviews written by past travelers

Enter
- Excitement about the Train location Tracking ("Here we see!")
- Current payment flow is very bare-bones and tedious

Engage
- We've heard from several people that the reminder emails were essential, especially if they booked well in advance
- A guided tour on how to use the app to book the ticket is very useful and makes us feel assured
- People love the app itself, we have a 98% satisfaction rating

Exit
- People generally leave the train feeling refreshed and inspired
- People like looking back on their past ticket bookings

Extend
- We think people like these recommendations because they have an extremely high requirement rate

---

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

Entice
- The availability of train on the particular route or a particular day, so user the user can book the ticket without any issues.
- The system or network fails at bank end or at payment gateway before remitting ticket amount
- If the ticket remains fully waitlisted, it will be canceled automatically and your money will be refunded
- Confirmation mode for payment (credit , Debit card, Net banking)

Engage
- The reservation site cannot accept the new booking requests as it exceeds the waitlist capacity.
- Not all online booking systems are created equal and user need to be ready for an influx of new customers.

Exit
- Routes and timings cannot be adjusted to individual requirements, as intermediate loading and unloading gets costly
- The customer will be fined when he tries to travels in the sleeper coach when having the regular coach ticket.
- The user gets panic when one ticket gets confirmed and other being in waitlist.
- Heavy road traffic at level crossing gates was one of the reasons for the delay.

Extend
- Inadequate infrastructure along with increase in passenger and freight traffic leads to delay in arrival time.

Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?

Entice
- Book ticket from an earlier station but still travel on your desired route.
- Advance tickets are usually the cheapest way to travel by train, and generally go on sale 12 weeks before your date of travel.
- Making use of available different ticket booking apps(IRCTC, Paytm, MakeMyTrip, Golbibo)
- Using the leading website for booking which offers many ways to check train schedule, train availability, and view live train status...
  - Customer can wisely save the money on online train ticket booking by getting cashback offers.

Engage
- An online booking system uses smart technology that eliminates the risks associated with manual input and human error...

Exit
- Using geolocation and by automatically identifying the departing point and currency, so that user can save the time...
  - Prepare departure and returning date including current date as a departure date and the day after as returning date as defaults to assist users.
  - Indian railways offers special concession on students ranging from 25 percent discount on the tickets.
- Giving customers the opportunity to provide testimonials and on-line reviews by personally asking customers their views after their journey.

Extend
- Offering an advanced search option and allowing customers with specific preferences to instantly filter search results.
- Railways also make it possible to conduct many activities like sightseeing and pilgrimage along with transportation of goods over distances.
  - There is no traffic to deal with and user don't have to worry about taking a wrong turn and getting lost.