

Online Tickets

SCENARIO

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?



End of journey

section within the website, iOS app or

What do people typically experience as the process finishes?



What happens after the experience is over?



Steps

What does the person (or group) typically experience?

If the customer wants to book the ticket. Click on "Book now" button.

Start purchase of a ticket

Experience the journey

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

Journey details section of the website, iOS app,or

section of the website, iOS app,or

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.

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

section within the website, iOS app or

Train tracking section within the website, iOS app or

If other users interact with this person, they will see these completed journey also

Goals & motivations

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

Help me see what I could be doing next

span across website, iOS app, or Android

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?

and energy waste seems 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?