Template

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

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SMART SOLUTION FOR RAILWAYS

TIP

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	By advertising it in the rail areas and promoting them among the commuters that often travel by train	People could easily book tickets and can overcome many other problems they can face.	Problem can dealt by deploying sensors and trackers to overcome the problems being faced and have a safer journey	People have a safer and easier to access journey throughout the experience	Recommendations on upcoming journey and other offers based on the user preference
Steps What does the person (or group) typically experience?	Browse Train Timings The commuter checks for the trains departure/arrival timings Booking seats The passenger then books the seats he desires on the respective train	Authorization and Payment The passenger gets authorization in their accounts then make payments for their journey Email Confirmation and Remainder Once the Payment is done the passenger gets the confirmation and remainder mail of his journey	Arrive at the Station The passenger arrives at the location on time from the confirmation mail they received Safer Journey Experience The passengers then have a safer journey as there are safety systems deployed in the train	Rating and Reviews Users share their personalized ratings for the app and reviews for the train journey Surveys Customer are requested to fill in the surveys about the trip and future suggestions	Personalized Recommendations The passengers are given recommendation for their future trips based on their previous journey Personalized Offers Customer are requested to fill in the surveys about the trip and future suggestions
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?	Getting train details through the website/ app Booking desired seats through the app/website	The passenger enters the Payment portal through authorization for the trip payment Customer will be sent email about the confirmation and remainder through (Outlook/Gmail)	The journey starts at the public place that is it can be a railway station The safer journey experience includes deploying sensors in the train parts to make the trip secure and cheerful	Thanking the passenger for leaving the review about their trip and rating on the journey experience through app People could share their survey with other users to have a collaborative environment	Completed journeys section for their history on trips and recommendations based on their past journeys Users get personalized offers through their registered Outlook/ Gmail
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me get the train timings for the journey Help me get a train ticket booked	Help me complete the payment part without too much hassle Help me confirm my purchase and remind me about the train timings through mail	Help me and keep posted in the train location to know more about he timings Help me get more safer journey to the frequent places I visit	Help me put out my review in a great trip and give any recommendations to the other users Help me share my survey and also view others in order to know more about hte features	Help me see the trips that I've completed Help me plan new trips by giving new journey offers
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Having a train themed UI that tells info about the booked train for the trip Having a interactive UI for passengers while booking tickets	Hassle-free payment gateway supports all Indian banks Instant confirmation mail and SMS without any delay	Instant updation through mail on train timings if any change on the schedule Quick ***	Reviewapp pop-ups can be limited Collecting and analysing customer data without sharing their personal data to the public	Only trips that are Affordable are recommended Exciting holiday offers + discounts
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Initial loading of the app since depends on the device lagging of the app depends on the device	Banks servers sometimes goes down Users can't get sms if the service provider subscription expired	If users locality is in low signal area, they may receive the mail lately	entering user data sometimes finds to be freak	Offers we may think its affordable, but to customer it might by unaffordable
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Show preferred trian timings on the frequent journeys Seats can be reserved for the passenger on the particular train that they travel frequent	Payment through security like fingerprint access and so on Emails don't prove to be better option for low network areas where normal messages are efficient	Time to leave from home can be notified to catch the train on time	People can add pictures of any pros and cons to help other users and also the authority to improve on it Prefilled user data rather than filling it every time	Issuing Coupon codes to claim the offers to reduce their ticket costs

Need some inspiration?

See a finished version of this template to kickstart your work.

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