

Customer Journey Map

Phases	Phase 1 Motivation	Phase 2 Website Search	Phase 3 Choosing Preference	Phase 4 Final Confirmation	Phase 5 Payment
Activities Performed	Wants to book railway tickets for the Travel	Make sure the device is connected to GPS	Customer destination station	The chosen reserved and asked for confirmation	Makes the Payment for the Prefered Ticket
Emotions	Happy and Excited	Happy as the customer finds numerous options	Happy as the customer finds it convenient	Happy to find their correct place	First finds little difficulty in payment . Contacts customer service and completes the transaction with helpline
Overall Experience	Good	Good	Good	Good	Average ,Little Disappointed in the first with thelagging in the payment
Customer Expectation	Easy handling and support all operating system	Less complexity for searching in the display	Show the exert station in the screen.	A web application with simple interface	Availability of numerous payment options and simple process

