Project design phase II

Customer Journey Map

Date	15 October 2022
Team ID	PNT2022TMID08702
Project name	Smart solution for railways
Maximum marks	4 Marks

Customer Journey Map — Online Train Ticket Booking

STAGES OF JOURNEY	MOTIVATION	SEARCH FOR WEBSITE		INSIDE THE SITE	SELECT TRAIN AND PASSENGER DETAILS			PAYMENT		TICKETS	JOURNEY
ACTIVITES	Wants to book a train ticket remotely (online)	Search online ticket booking on search engine.	Neglect the adds if any. Select correct website	Fill the from, destination, date and time of travel. Proceed with search trains.	Check seat availability and train details.	Select appropriate train among the availability	Add passengers and fill the details	Proceed for payment process	Contact online service for help	e-tickets with QR-Code will be send to the registered e-mail ID	"MY BOOKINGS" for QR Code access. PNR Status for accessing updates regarding tickets. GPS tracking for accessing live location.
FEELINGS											
EXPERIENCES	Exited to have a better commuting experience	Surprised to see many websites confusing about how to choose	Annoyed to choose due to unwanted adds interrupting while booking	Satisfying availability of stations	Amazed to find wide range of train availability of passengers	Confused to select the appropriate trains	Hectic process due to unnecessary data entry	Frustrated to find only restricted payment options	Satisfied with online payments but had some server delay	Delighted to have digitalized tickets	Pleasant journey experience with lots of commuting facilities
CUSTOMER EXPECATIONS	Effective remote booking	More user-friendly search engines	Allow to hide necessary adds	Clear and innovative website designs	To view categorized seat availability	Display trains based on ratings	Avoid collecting unnecessary data	More payment choices	Faster website speed	To experience digitalized ticket booking	Safe and secured travel without any inconvenience.

Emotional journey curve (VERY HAPPY → OVERALL SATISFIED → NOT SATISFIED):
- MOTIVATION: Very Happy
- SEARCH FOR WEBSITE: Overall Satisfied → Not Satisfied
- INSIDE THE SITE: Overall Satisfied
- SELECT TRAIN AND PASSENGER DETAILS: Very Happy → Not Satisfied
- PAYMENT: Overall Satisfied → Not Satisfied
- TICKETS: Overall Satisfied → Very Happy
- JOURNEY: Very Happy