





Project Design Phase-II

Customer Journey

Date	08 October 2022
Team ID	PNT2022TMID06289
Project Name	Smart Solution for Railways
Maximum Marks	4 MARK

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>Book an online ticket with an proper guidelines</div> <div>Avoid Ticketless Traveling</div>	<div>Book an ticket by entering their valid personal details, and their journey details.</div> <div>Making the Process easier and convenient and also decrease their hesitation from entering they want.</div> <div>Users can enter this system without entering the QR code. In their ideal this, avoid the ticketless traveling issues on the railway side.</div>	<div>Booking is confirmed by generating a ticket.</div> <div>Each Train consists of an unique QR Code. This consists entire information of the passenger.</div> <div>Passenger needs to scan the QR code while entering into the platform.</div> <div>There is an Automatic door system with an scanner and the PIR sensor.</div> <div>Passenger can scan the QR code with the scanner and the PIR sensor while entering the door when which the train gets ready.</div>	<div>Prevent loss on the Government side</div> <div>Users need to scan the railway information within the ticket itself.</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Helps to stop the ticketless traveling</div> <div>Initiation setup cost may be high for the ticket checking system.</div>	<div>Helps to know about all the services that are provided in Railways</div> <div>Server Maintenance delay may occur</div>	<div>Helps to book the ticket in a quick manner</div> <div>Every detail is stored in cloud. So it is highly secured.</div>	<div>Helps to know their live location of traveling</div> <div>Helps to avoid the fraudulent behaviour.</div>
Touchpoint What part of the service do they interact with?	<div>Ticketless Traveling</div>	<div>Through the Help Service via application</div> <div>Assistance provided to book tickets</div> <div>Fastest Ticket Verification</div>	<div>Booking Page is viewed</div> <div>Ticket is generated with unique QR Code</div> <div>Proper Checking is done with system before getting into the train.</div>	<div>Makes Profit for the Government</div> <div>Easy and efficient process</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				
Backstage				
Opportunities What could we improve or introduce?	<div>Chatbots may be provided for clarification while booking</div>	<div>Personal details requirements entry can be minimized by</div>		<div>Multiple Secured Entries may be provided inorder to manage in busy times.</div>
Process ownership Who is in the lead on this?	<div>Government and Passenger</div>	<div>Passenger</div>	<div>Passenger and Government</div>	<div>Passenger and Government</div>