

***Project Design Phase II***  
***Customer Journey Map***












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	 <b>Entice</b> How does someone initially become aware of this process?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
 <b>Steps</b> What does the person (or group) typically experience?	create their profile account visit website registration	plan selection first class second class third class	opens website get registered by filling up the registration form sign in with their login details overview the plans, choosing their plans after planning click on book tickets free money transactions occur	ready to travel without process	giving feedback
 <b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	interaction with customer service interaction in public place from house interaction with a server choosing travelling details	website registration form login plans payment		train	feedback area
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	online booking ease of access booking		easy and secure payment method	secure travel	expressing their experiences
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	time efficient	interesting ways	secure payment methods	excitement towards travel	fruitful travel
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	network problems/technical problems	escalation in cost and plans	plans are not enough according to the customers requirements	unsatisfactory about plans	late train arrival
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	responsive sites easy access of mobile apps	virtual features and also regular updates of services	more plans	getting feedback	betterment in regular updates