





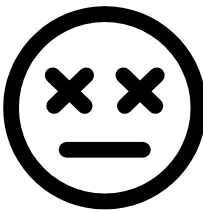





PHASES	 Motivation	 Information gathering	 Analyzes various products	 Choose the efficient product	 Payment
Actions	Electronic display of tickets is used and encouraged in order to reduce the colossal wastage of paper.	Search for the train and Seat availability	Customer chooses the preferred seat	The chosen seat is reserved and asked for confirmation.	Makes the Payment for the preferred Ticket.
Touch Point	The passengers and most importantly environmentalists would be excited and welcome this new system whole heartedly.	If dedicated crimeteam is being set up, then travelers would don't have to worry about their confidentiality.	The user is entertained by a variety of new possibilities offered.	As even bank transaction is also digitalized nowadays, the passengers won't have to worry about the safety of their wallets and tickets.	Since QR code of ticket is directly sent to the travelers and that's enough for the travel, travelers would welcome this system.
Customer Feeling					
Customer Thoughts	Easy handling and support all operating system	Less complexity for searching the seat availability	Show the available seats closest to the preference.	A web application with simple interface	Availability of numerous payment options and simple process
Opportunities	Travel experience for the passengers and travels can be improved if ticketing system is digitalized.	After installation, customers could have a complete track on their travel history and there are some other unclear benefits with security risks	Because of this system, travelers would be aware of the various booking sites available instead of relying on websites issuing paper tickets that's existing now.	One of the advantages of using QR codes is that it facilitates instant payments. Applications installed with QR would have a interesting user experience.	Ticket booking and verifying process would be fastened by implementing this application.