

CUSTOMER JOURNEY MAP



SMART SOLUTION FOR RAILWAYS

SCENARIO	ENTICE	ENTER	ENGAGE	EXIT	EXTEND
STEPS What does the person/group typically experience?	1.Booking Ticket 2.Visit Website Or App 3.Choose city and dates 4.Browse for availability 5.View Detail	1. Enter Details for booking 2.Upload ID proof 3. OTP confirmation 4.Payment Information & confirmation 5.Receives Ticket & QR code 6.Remainder	1.Scans the QR 2.Alert before their destination. 3.Arrive at destination	1. Prompt for review 2.Writing and submitting the review.	1.History of journey
INTERACTIONS What interactions do they have at each step along the way?	1.Booking Ticket section of the Website Or App 2.All the details about train timings etc. by clicking view details button.	1.Booking Ticket section of the Website 2.Passenger mobile verification -SMS 3.Payment overlay within the website 4.Passenger's email (Software copy through notification like gmail)	1.Direct interaction with TTR 2.Passenger's SMS. 3.Passenger's destination tend to start in a specific public place	1.Passenger's email or SMS 2."Leave a review" modal window within the profile on the website or app.	1.History of journey section of the profile on the website or app.
GOALS & MOTIVATIONS At each step, what is a person's primary goal or motivation? Passenger mobile	1.Help me to know more about the bookings and trains. 2.Help me avoid seeing the wrong dates and place. 3.Help me to understand all about this journey details.	1.Help me to enter the details. 2.Help me to upload the ID proof. 3.Help me to get through the payment. 4.Help me to confirm the ticket via SMS or email. 5.Help me make sure that i don't forget my journey.	1.Help me to verify the ticket by scanning the QR. 2.Help me to be aware of the destination.	1.Help me to spread the word about the ticket booking process and the difficulties faced.	1.Help me to see what are all the journey i have taken so far.
POSITIVE & NEGATIVE EXPERIENCE	(+ve)1.Booking through website is time saving and passenger need not waste their time in que. 2.Useful in seeing train timings and its route. (-ve)1.Passenger sometime forget to put their dates	(+ve)1.Payment process is bare-bone and simple 2.Digital Ticket so no worry of losing it 3.Passenger finds this remainder useful when they booked tickets long before.	(+ve)1.Easy verification no tension of missing tickets. 2.Keeps the passenger alert and aware about their destination.	(-ve)1.Passenger feel leaving review is an arduous process.	(+ve)1.People can look back their past journey.
AREAS OF OPPORTUNITY How might we make each step better? What ideas do we have? What have others suggested?	1.Provide simpler summary to avoid information overload.		1.How might we take this SMS alert to kind of alarm.	1.Can we change different languages to see what changes the response rate.	