

Customer Journey Map

Stage	Customer Actions	Touchpoints	Emotions	Pain Points	Opportunities
Awareness	Discovers the app through ads/social media	- Social media - Billboards - App store	Curious, Interested	Uncertainty about app reliability	Highlight user testimonials and app ratings in promotions
Consideration	- Downloads the app - Explores features	- App store - App onboarding	Hopeful, Excited	Overwhelmed by options	Provide a guided tour or demo
Registration	- Creates an account - Enters personal details	- App onboarding process	Engaged, Motivated	Concerns about data privacy	Simplify registration, emphasize data protection measures
Booking	- Inputs travel details (stations, date)	- Booking interface	Confident, Focused	Complicated booking steps	Streamline booking with fewer clicks
Confirmation	- Receives e-ticket and boarding QR code	- Confirmation screen/email	Relieved, Happy	Delays in receiving ticket	Ensure fast delivery of confirmations
Pre-Travel	- Reviews travel schedule and platform info	- App notifications - Home screen	Prepared, Informed	Missing updates or incorrect info	Send real-time updates and alerts
Travel	- Arrives at the station - Scans QR code	- Entry gates - QR scanner	Confident, Efficient	Long lines or tech issues	Optimize scanning speed and gate flow
In-Transit	- Checks train status during journey	- App notifications - Live tracking feature	Relaxed, Engaged	Uncertainty about delays	Offer live tracking and customer support