Scenario

Description: The customer uses a metro transport app for e-ticket booking and seamless boarding.

Expectations

◦ A simple, intuitive app interface for booking tickets.
• Quick and hassle-free boarding through QR codes or NFC.
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	Phase 1: Before Boarding (Booking Ticket)	Phase 2: Arriving at the Station	Phase 3: Boarding and Travel	Phase 4: Exit and Feedback
Actions	• **Actions**: 1. Customer opens the metro app. 2. Searches for available routes and schedules. 3. Selects a route, books a ticket, and makes a payment.	4.Customer enters the station and opens the app to access the e-ticket. 5. Scans the ticket at the entry gates.	• 6. Finds the correct platform using the app navigation. • Enters the train and checks updates on travel time.	: 7. Customer scans the e-ticket at the exit gate. 8. Submits feedback about their experience via the app.
Pains	• Complex navigation in the app. • Delayed payment processing.	• App crashes or fails to load tickets. • Ticket scanners are unresponsive.	• App lacks real-time train arrival updates. • Confusing platform directions.	• Exit gates don't recognize the QR code. • Feedback process feels lengthy or unnecessary.
Feelings	• 😊: "This is convenient if it works fast." • 😐: "Why does it take so long to load routes?"	• 😊: "Scanning works flawlessly." • 😠: "Why can't I access my ticket offline?"	• 😊: "It's easy to find my way with clear instructions." • 😐: "I wish I knew exactly when the train will arrive."	• 😊: "Giving feedback was simple and quick." • 😠: "I couldn't exit due to a ticket scanning issue."
Opportunities	• Implement a user-friendly interface. • Optimize app performance for quick response.	◦ Enable offline access to e-tickets. ◦ Ensure QR codes/NFC compatibility with scanners.	• Add real-time train updates and platform directions.	• Ensure accurate ticket recognition at gates. • Incentivize feedback submission (e.g., reward points).