

User Journey for Bus Tracking Application

Scenario 1: Commuter Tracking the Bus for Daily Commute

| Phase | Customer Action | Touchpoints | Emotions | Pain Points | Solutions |
|------------|--|--|---|--|--|
| Planning | Opens app to check bus schedule | App homepage, route selection screen | Motivated, hopeful for on-time commute | App loading delays, incorrect route info | Ensure app loads quickly, show accurate schedule |
| | Selects route to see nearby buses | Bus route map, nearby bus status | Hopes for quick decision-making | Limited bus options for peak hours | Show alternative options, like nearby buses or routes |
| Tracking | Tracks live location of the bus | Live bus tracking page | Anxious about bus location and arrival time | Inaccurate or delayed real-time tracking | Improve GPS accuracy and reduce delay time |
| | Receives live updates on bus arrival | Push notifications, in-app notifications | Relieved if updates are accurate | Confusion if updates are not timely or clear | Ensure updates are frequent and clear |
| Analyzing | Compares bus arrival times and crowd info | Comparison screen, crowd density updates | Satisfied with accurate comparisons, concerned if crowded | App doesn't show all bus options or crowd status | Add alternative buses with crowd estimates and delay info |
| Optimizing | Picks the best bus based on time and crowd | App recommends best bus option | Confident and reassured by app's suggestion | Overcrowded bus despite app info | Offer real-time updates on bus crowd levels and alternatives |
| | Heads to the bus stop | App gives walking directions to stop | Focused on commute, reassured | Difficulty in following walking directions | Integrate detailed walking maps |

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| During Ride | Monitors real-time bus updates during ride | In-bus notifications | Calm, hoping no delays occur | Unexpected delays or no real-time update | Keep providing accurate real-time updates during the ride |
| Post-Ride | Leaves feedback about the commute | Feedback page | Content if the experience was good | Unfriendly or time-consuming feedback process | Simplify feedback system, offer incentives for leaving reviews |

Scenario 2: Tourist Exploring Pune by Bus

| Phase | Customer Action | Touchpoints | Emotions | Pain Points | Solutions |
|-----------------|---|--------------------------------------|--|---|--|
| Planning | Opens app to explore tourist destinations | Explore page with tourist spots | Excited to discover attractions | Overwhelming number of choices, difficulty choosing | Provide curated lists for popular tourist spots |
| | Checks routes and buses available for sightseeing | Route maps for attractions | Curious about the routes | Lack of clear route suggestions for sightseeing | Offer dedicated sightseeing routes with bus schedules |
| Tracking | Tracks live location of the bus on selected sightseeing route | Bus location tracker | Hopeful about reaching attractions on time | GPS errors or poor tracking of tourist bus routes | Improve accuracy and user experience of tourist routes |
| | Receives estimated time of bus arrival | Push notifications for time and stop | Anticipation, eagerness | Confusing navigation to bus stop | Offer walking navigation to bus stops |

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|--------------------|---|--------------------------------|---|--|--|
| Analyzing | Compares buses based on crowd and delays | Crowd and delay info | Concerned about crowding, relieved if there's space | Incomplete crowd and delay info | Show bus crowd density and delays to aid decision-making |
| Optimizing | Picks the best sightseeing bus based on route and comfort | Best route suggestions | Confident about selected route | Overcrowded buses, difficult-to-follow route | Show alternative sightseeing routes with better availability |
| During Ride | Monitors sightseeing bus progress during the ride | Real-time tracking during ride | Content and reassured | Route change or delays with no notification | Provide real-time updates and alerts on route changes |
| Post-Ride | Leaves feedback about the sightseeing experience | Feedback form | Happy to share positive experiences, or note issues | Feedback process takes too long | Make the feedback process fast and engaging |