USSD Customer Journey

The customer should enter shortcode to access the system. Figure 1, welcome screen is displayed. From the first screen, the customer can buy a bus ticket for him/herself. To buy a bus ticket you should enter 1 in the text area as shown in figure 1.

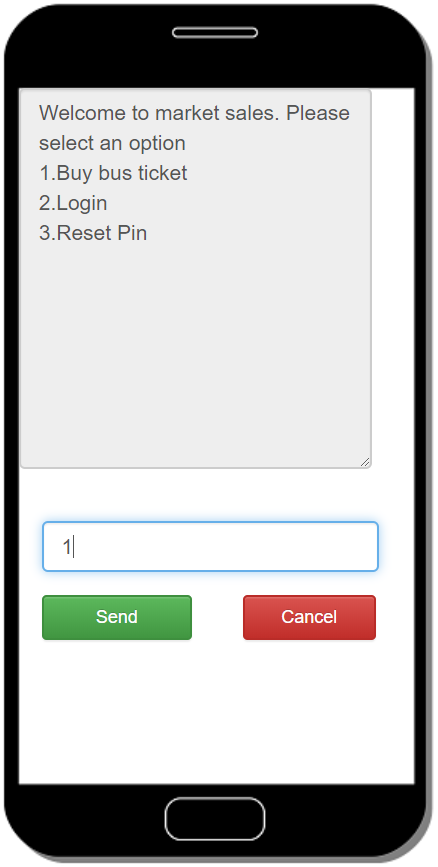


Figure : USSD Welcome Screen

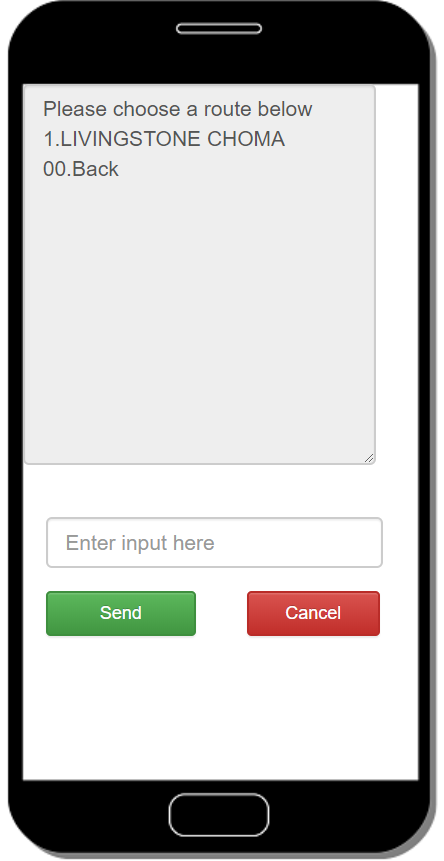
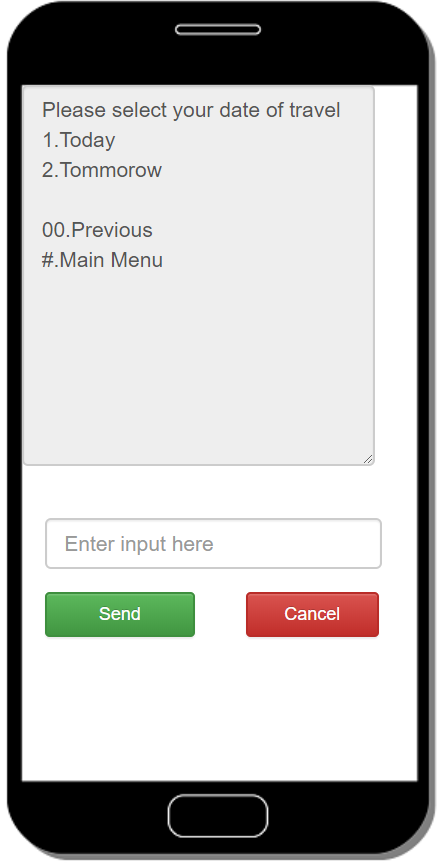
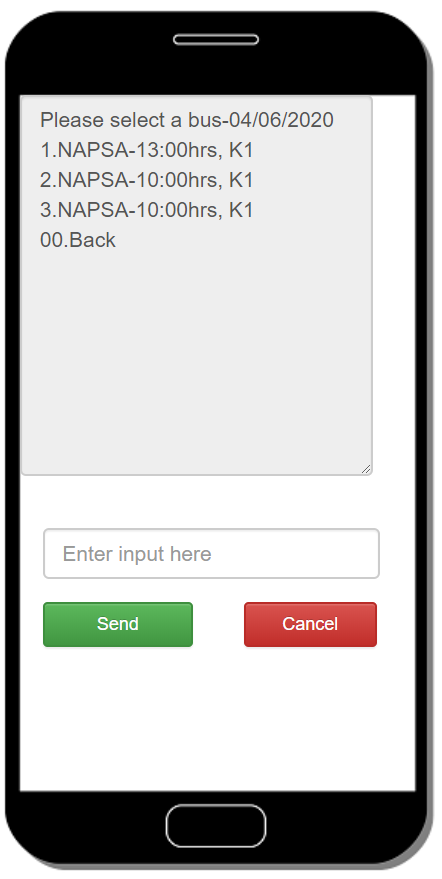
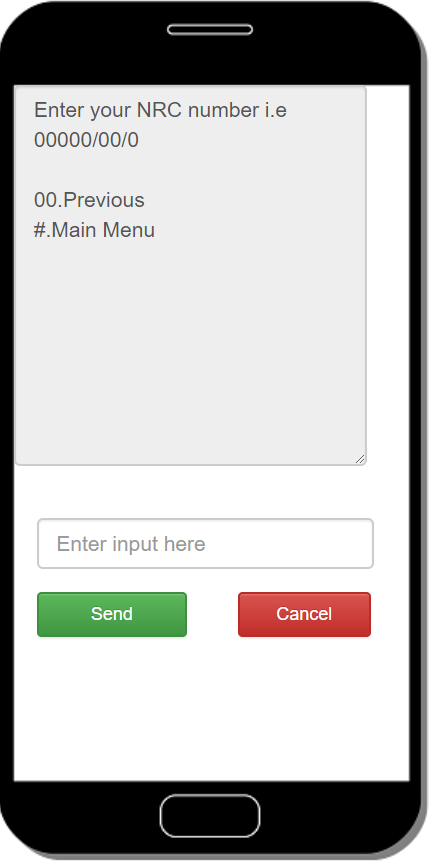
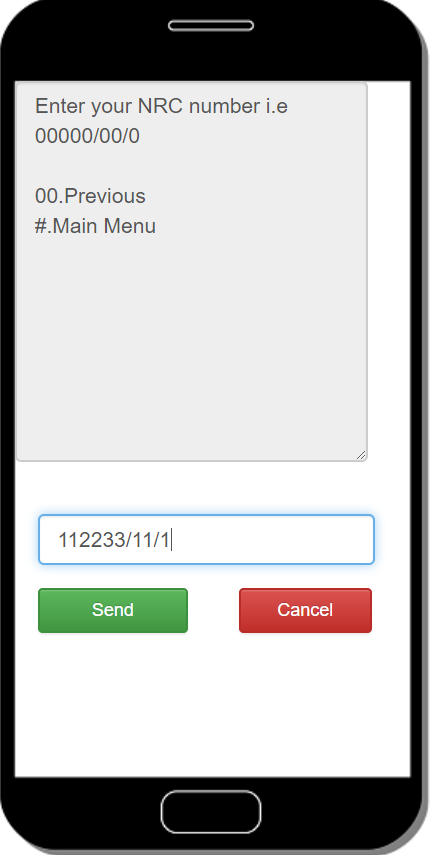


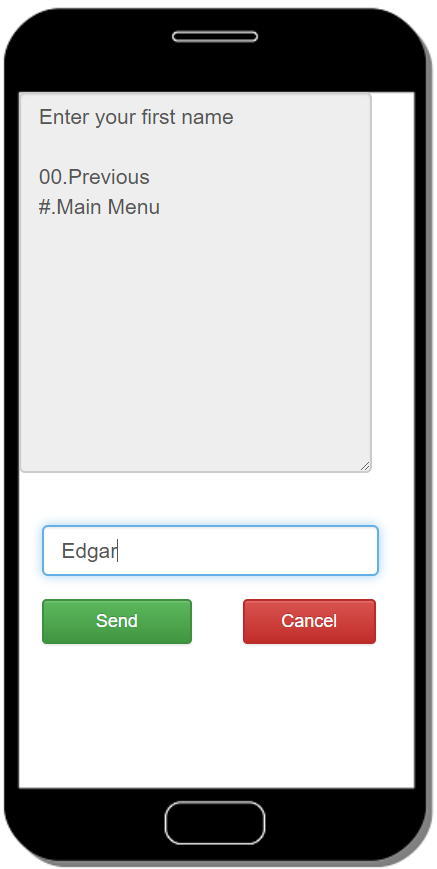
Figure : Choose route

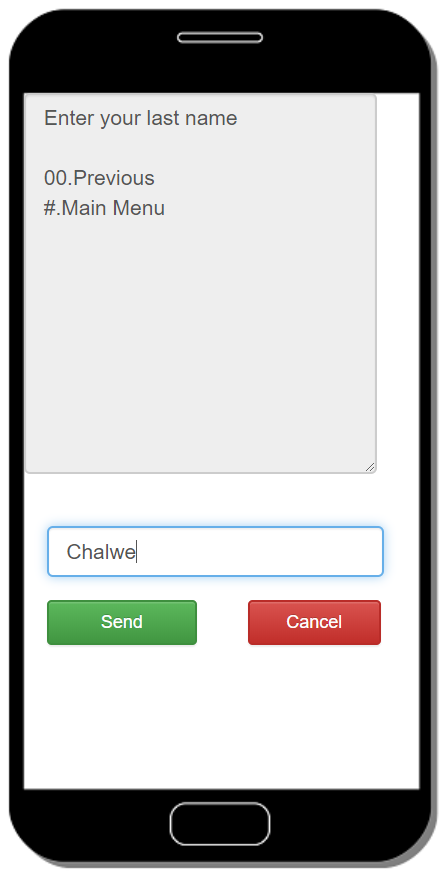


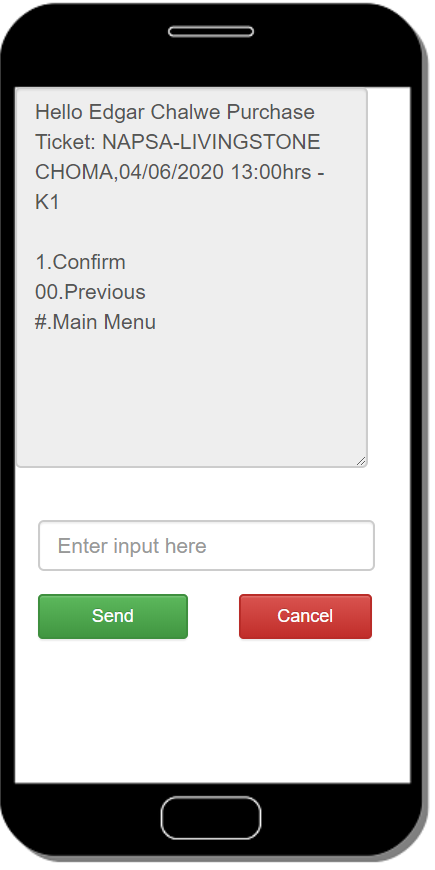


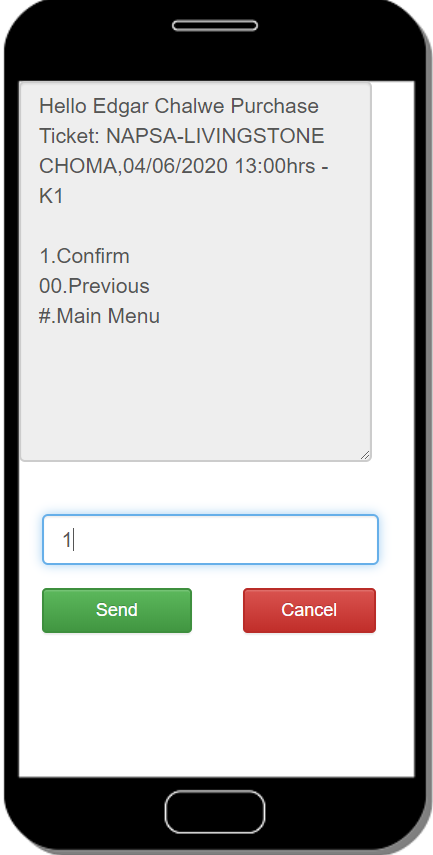


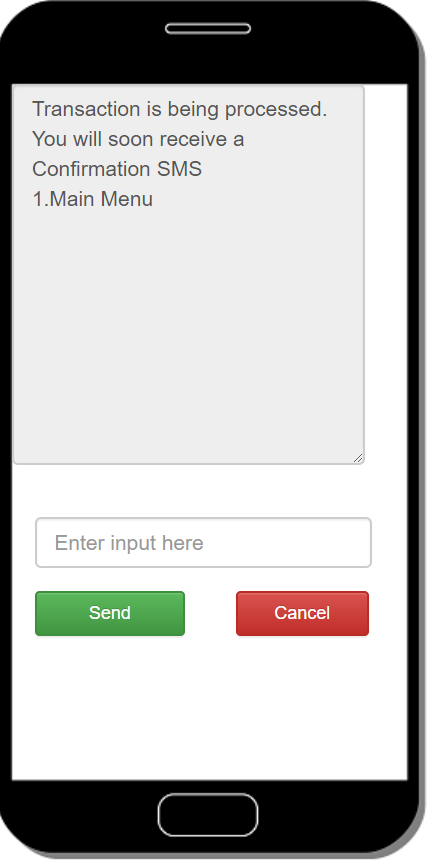


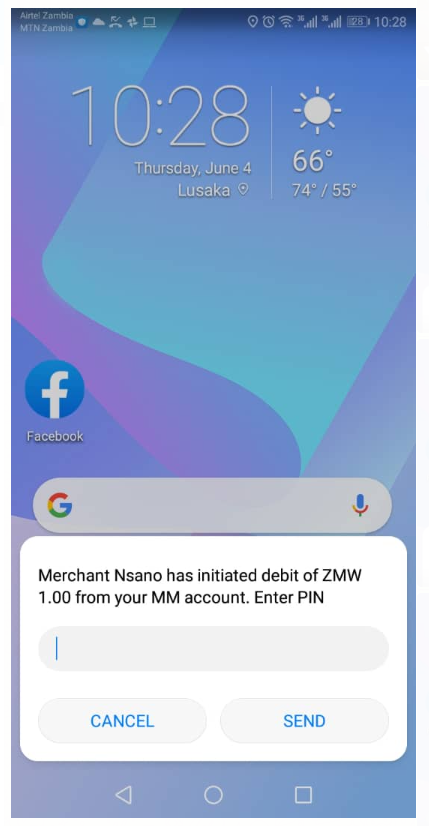


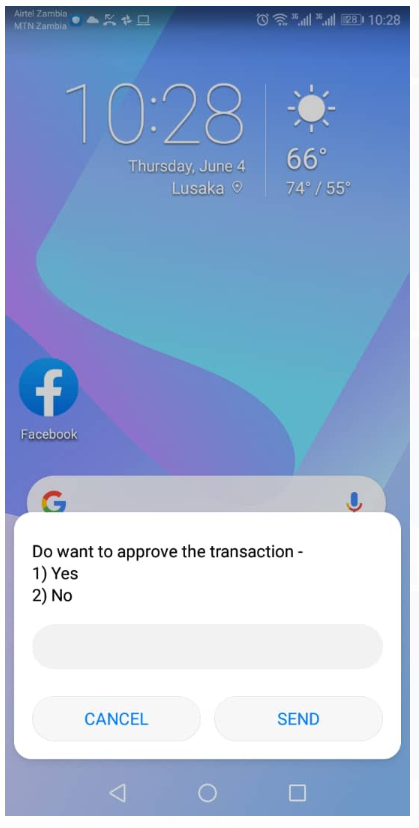


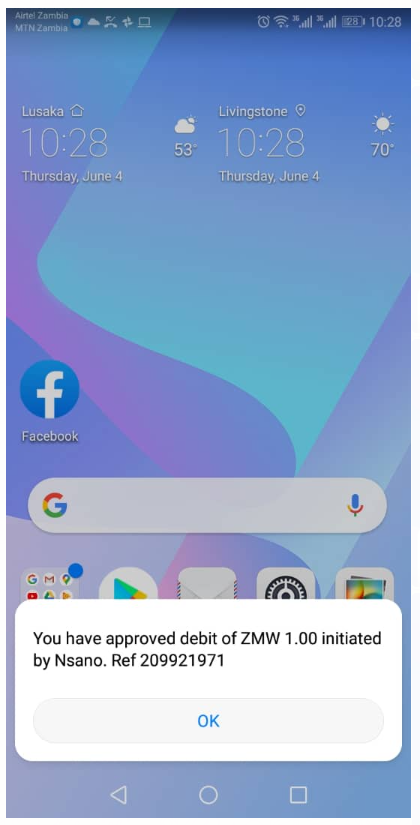


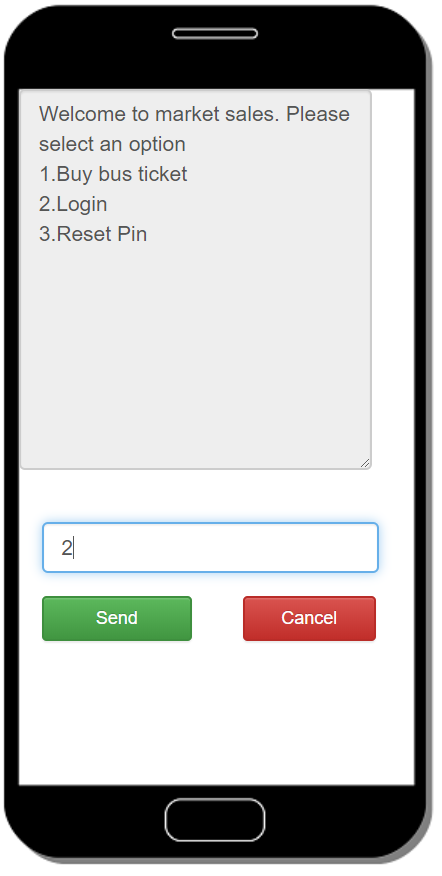
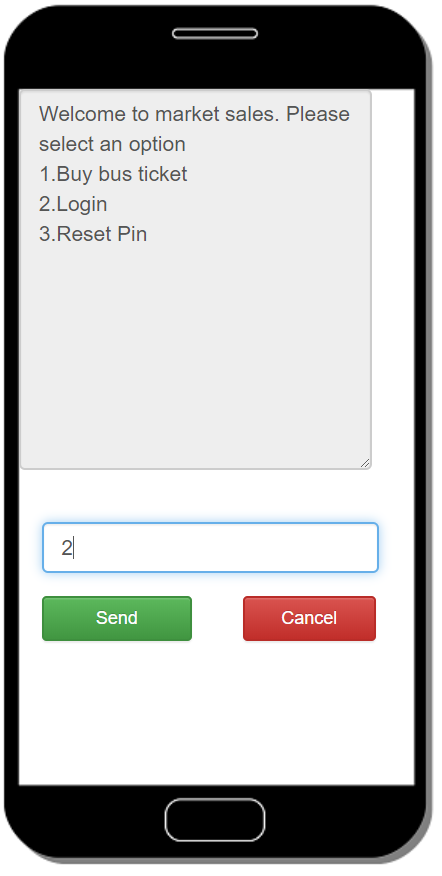


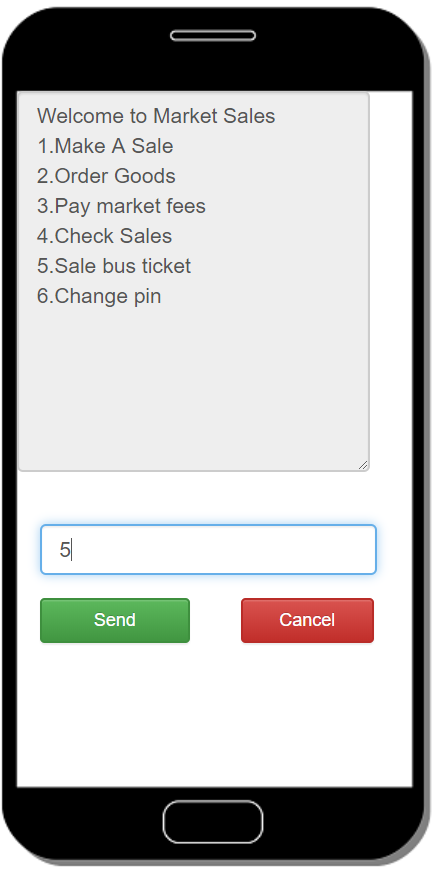


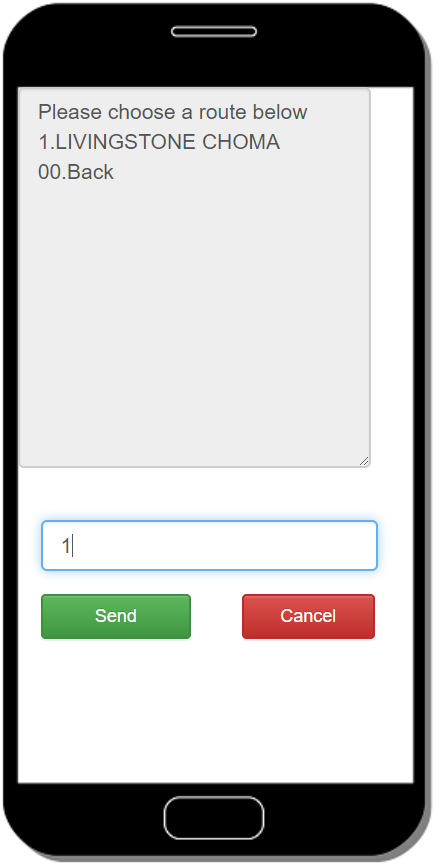


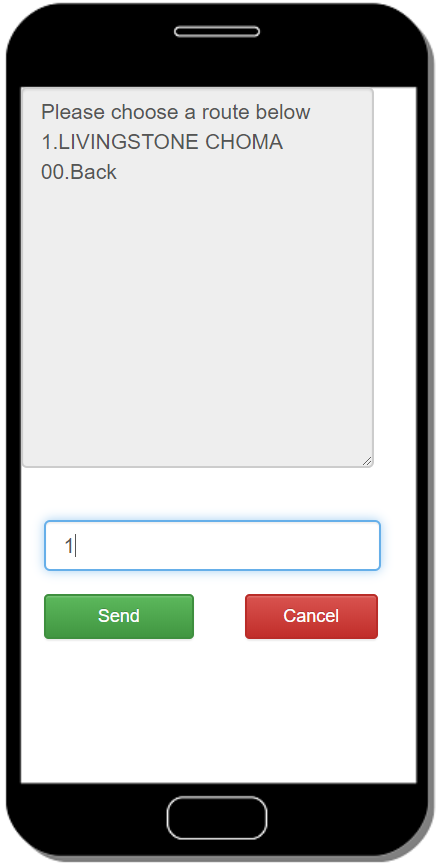


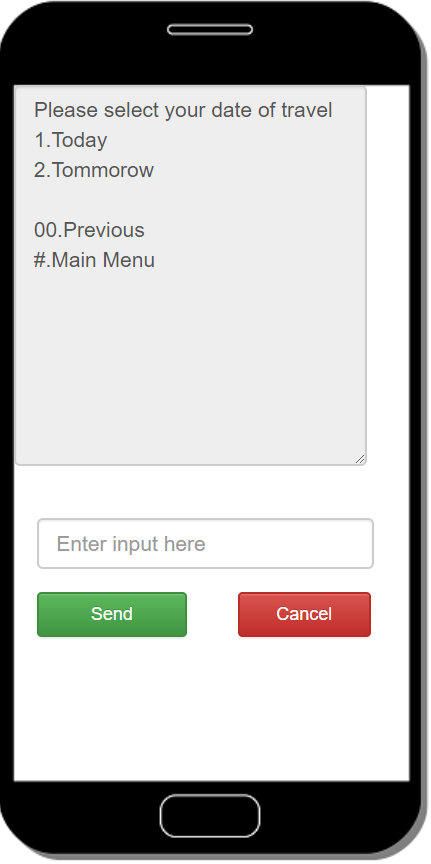


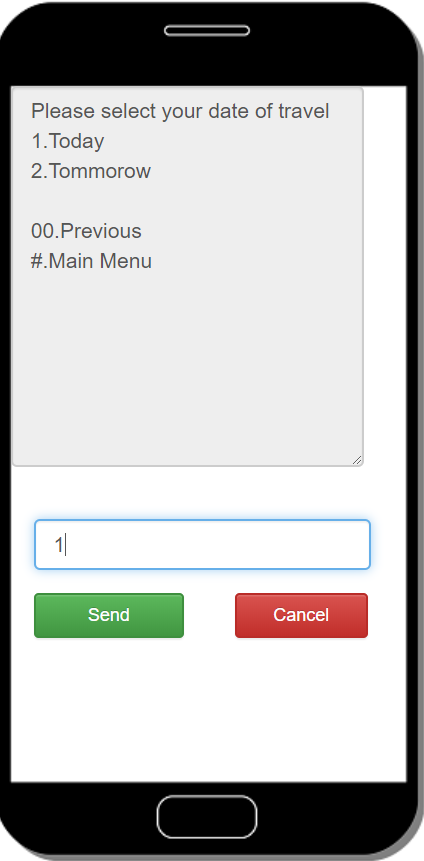


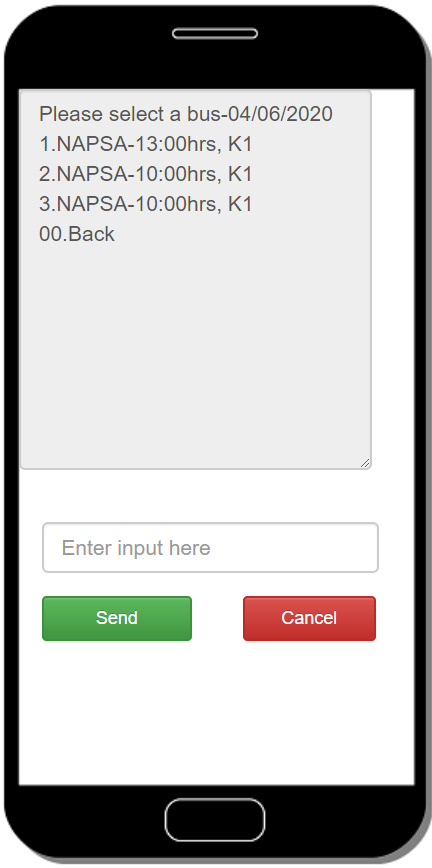


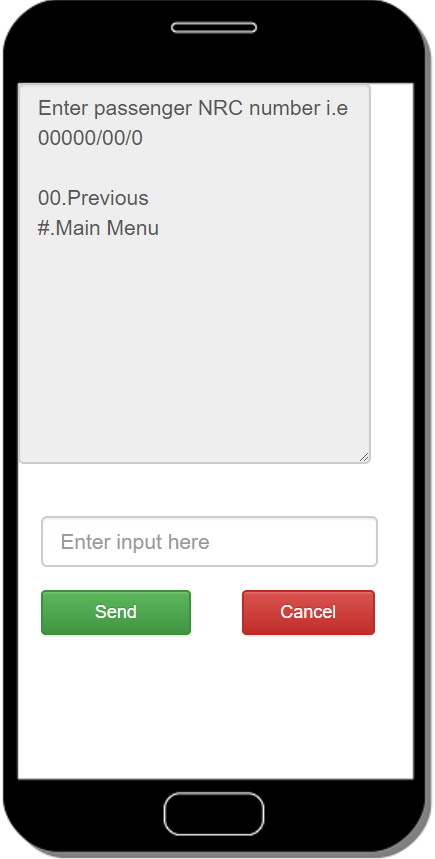


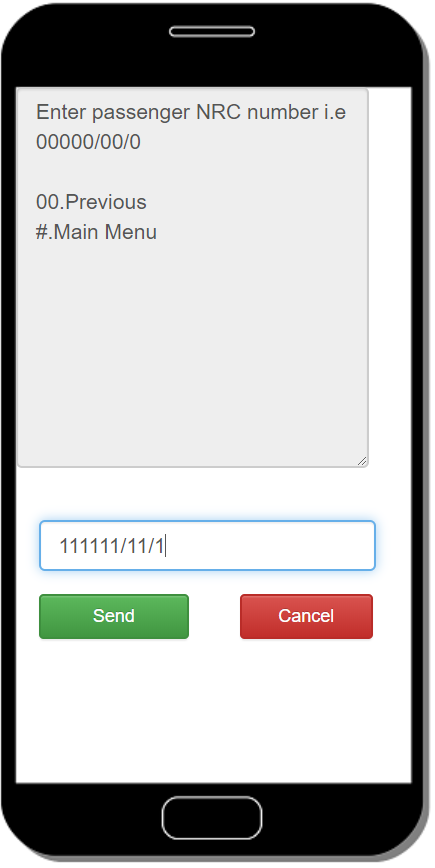


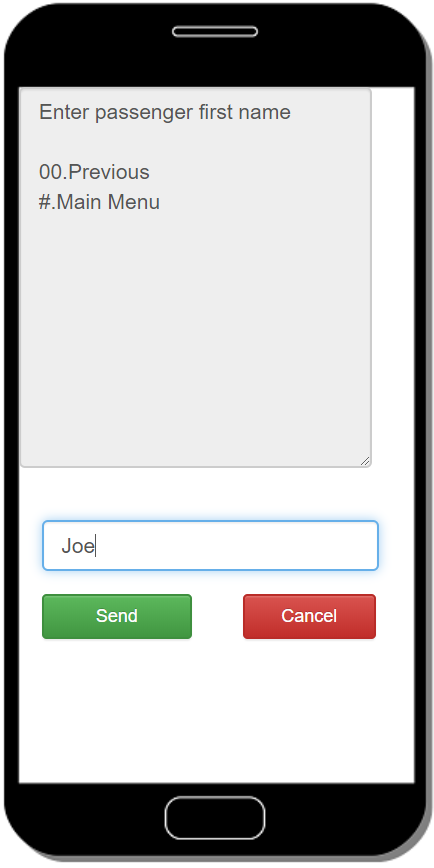


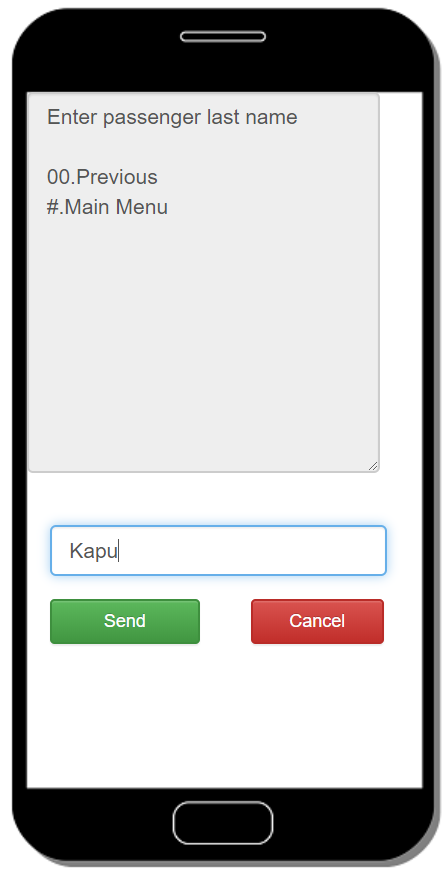


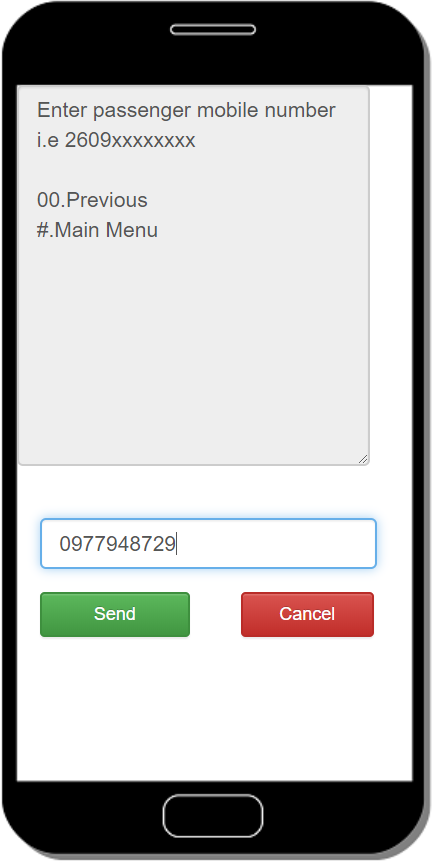


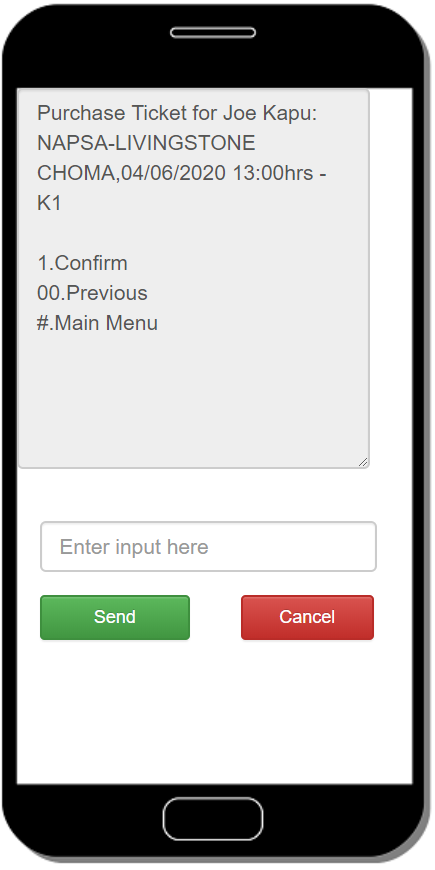


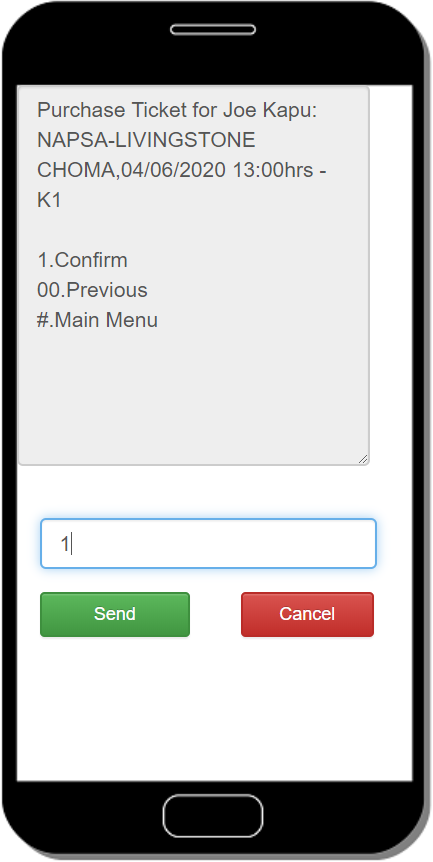


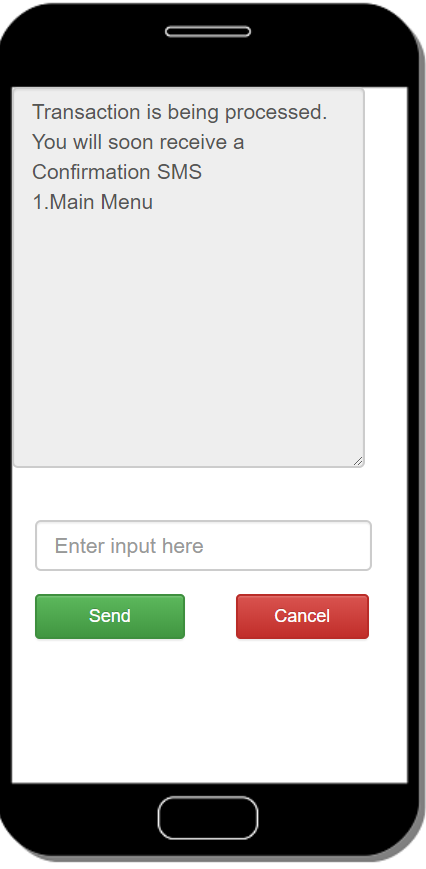


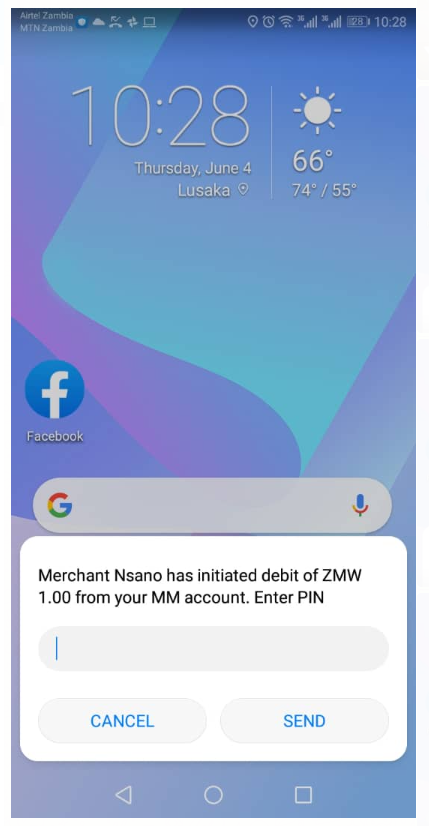


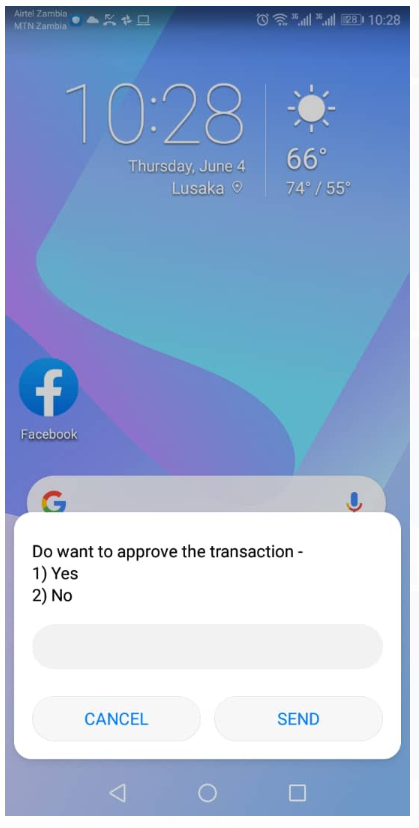


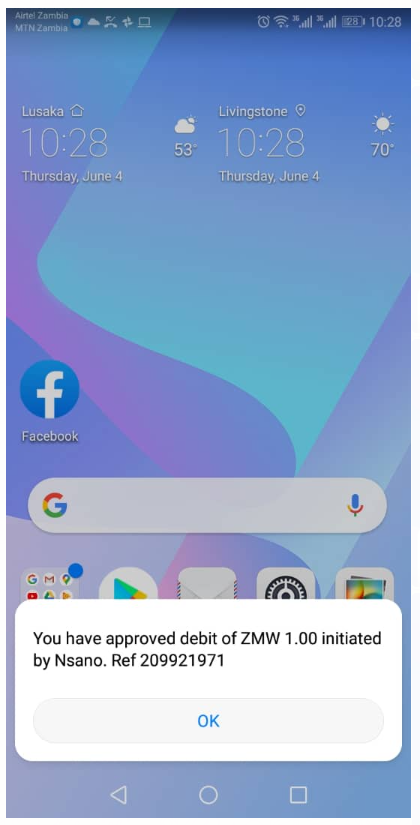


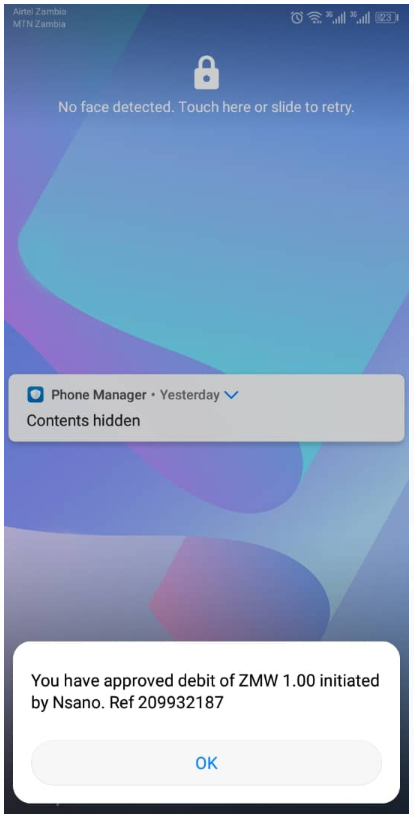




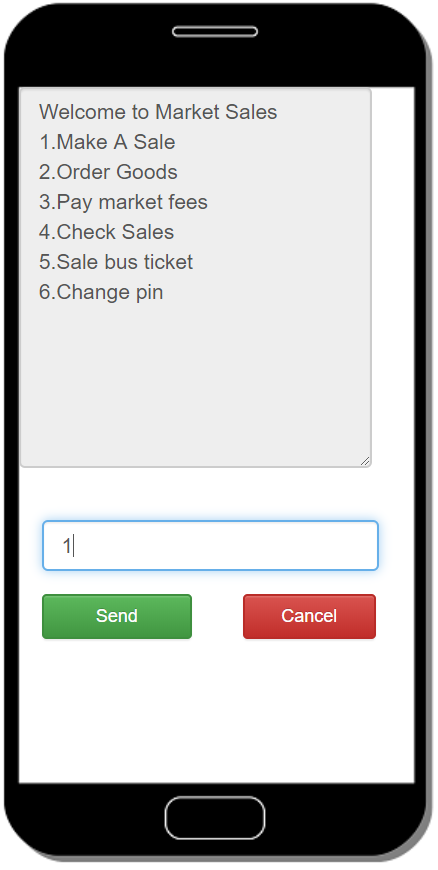


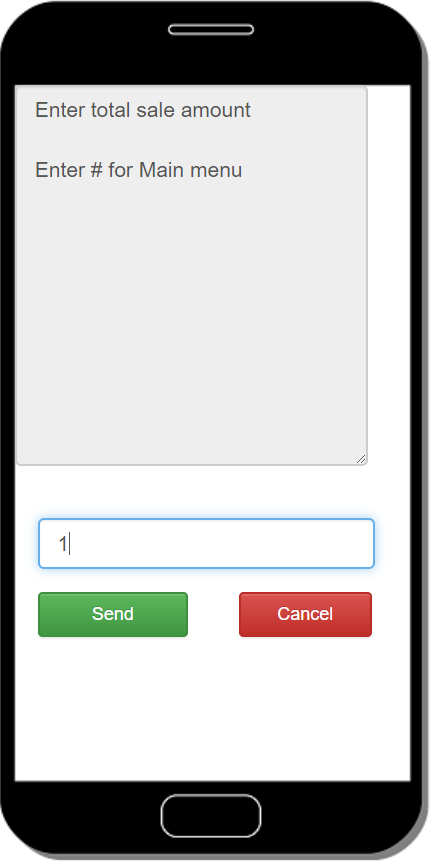


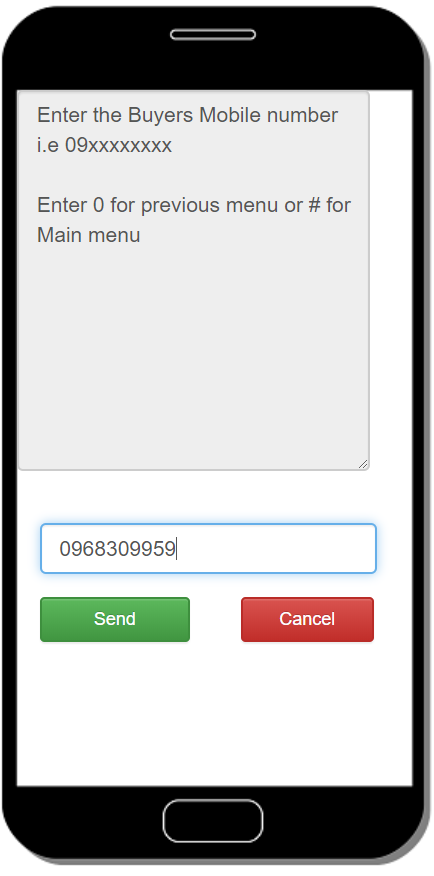


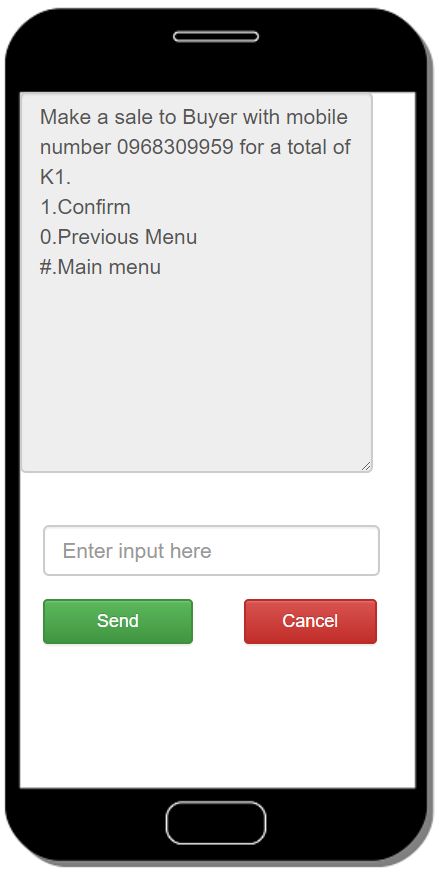


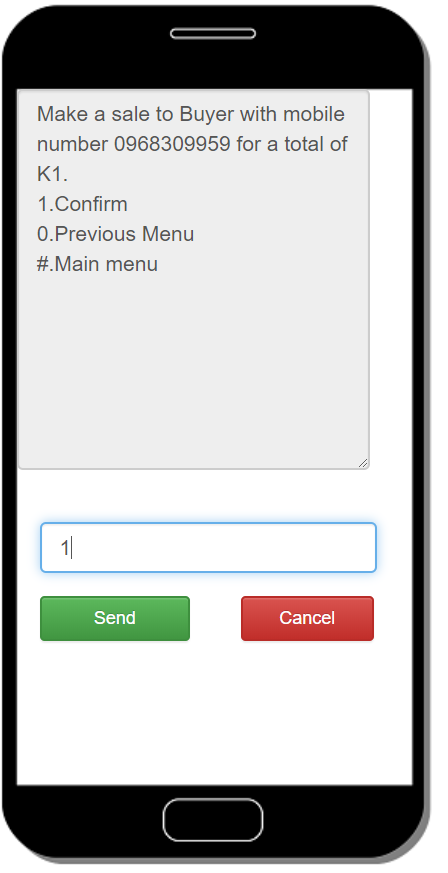
Make a sale

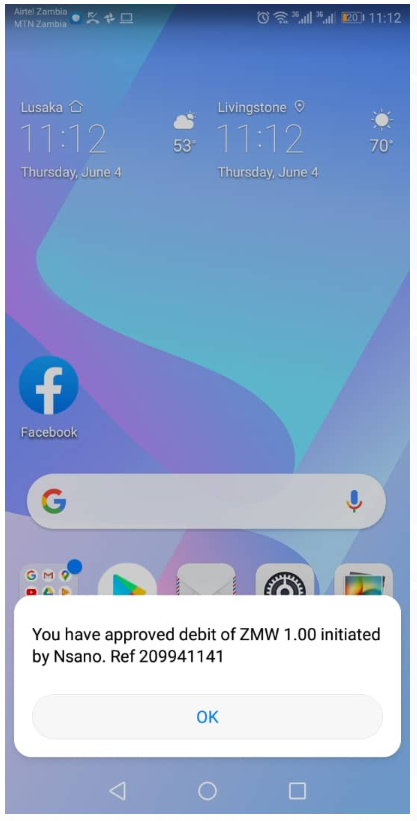




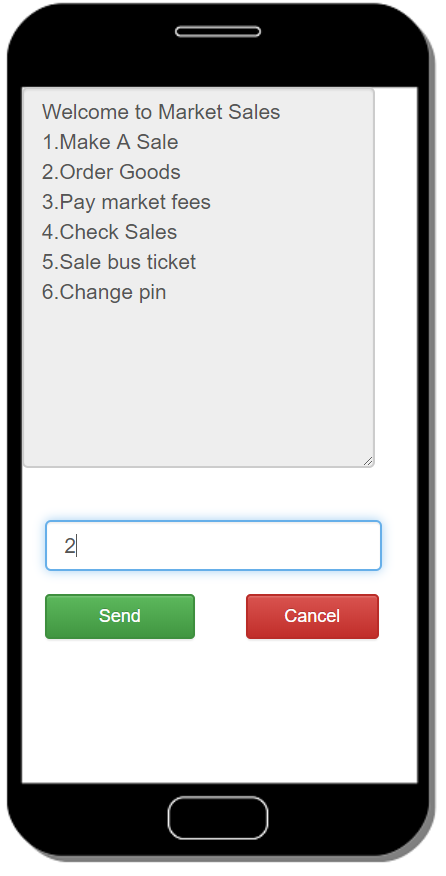


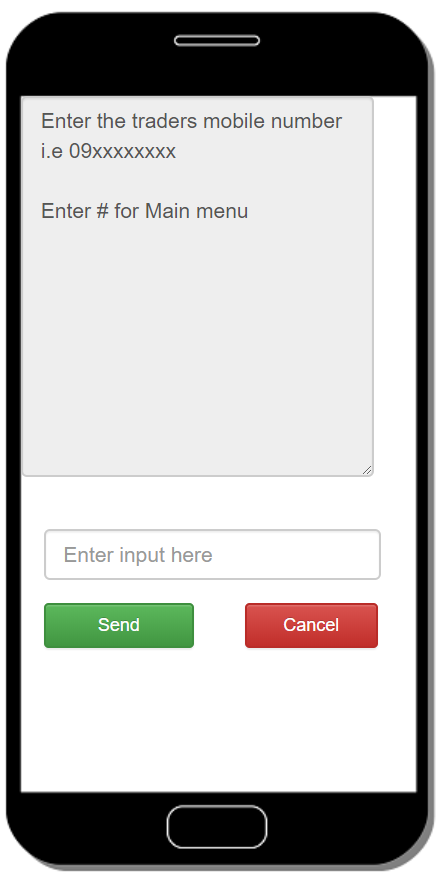


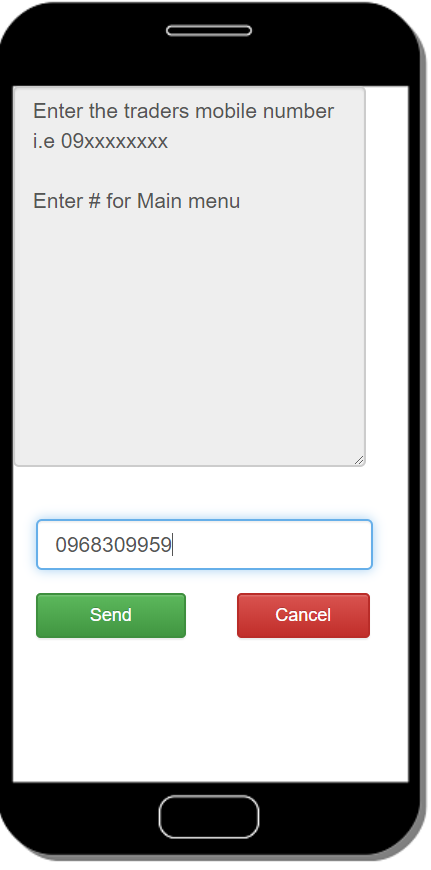


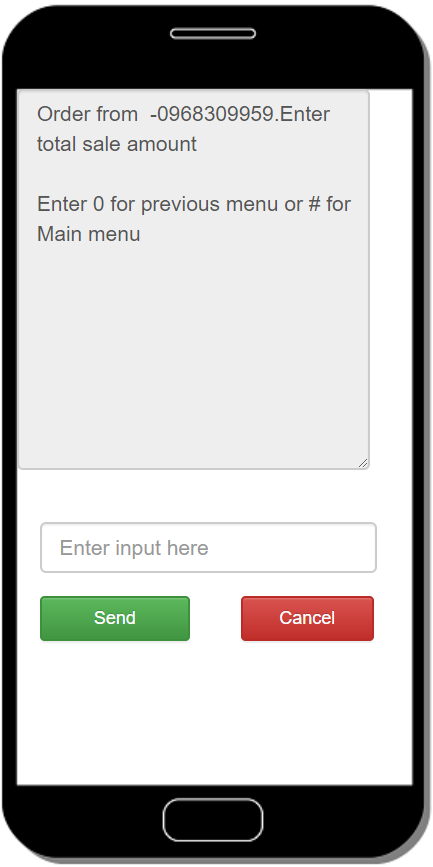


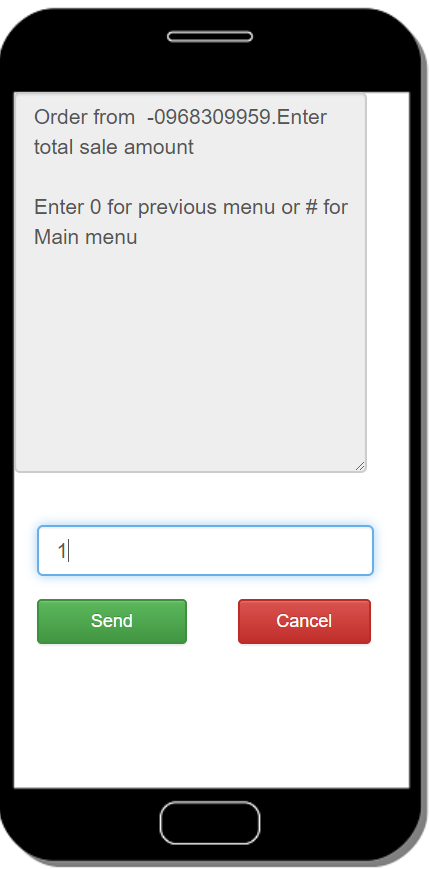
Order Goods

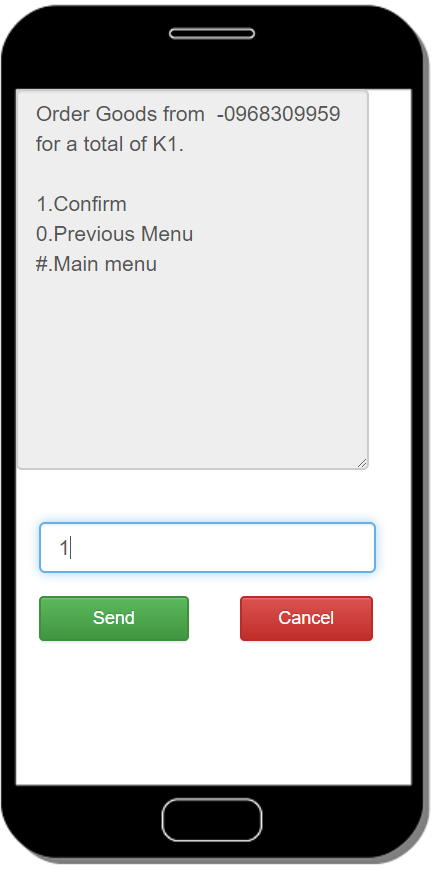


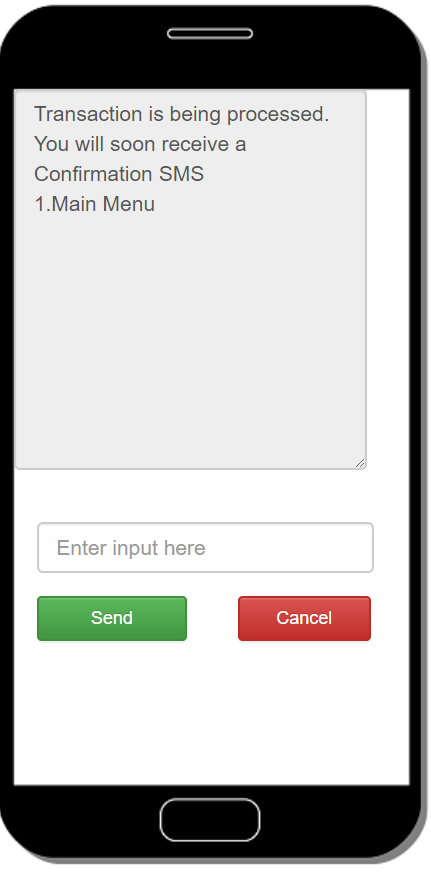












Pay Market fees

