

User journey

by the Design Team of Accor Hotels International Inc.



People  
2-3



Time  
30 min



Difficulty  
Beginner

1 Phases

High-level steps your user needs to accomplish from start to finish

NEEDS

SURFING OF  
BOOKING PLATFORM

DETAILS PROVIDING  
INSIDE THE WEBSITE

SELECTION OF  
TRAIN AND SEATS

TRANSACTIONS

E-CATERING AND  
WAKEUP CALL

TICKET GENERATION

JOURNEY

2 Steps

Detailed actions your user has to perform

Looking train  
tickets through  
web app

Check  
availability of  
seats through  
web app and  
start booking

Review the  
formative data  
then book the seat  
my

Select the  
desired train  
based on the  
destination

Select the  
preferred seats  
through website

Mention the  
number of  
passengers and  
add their  
details

Make the  
payment  
through credit/  
debit cards or  
UPI

E-catering service  
option should be  
provided if required  
and wake up call will be  
given to the  
passenger

E-tickets are  
generated along  
with a QR code  
which contains the  
details

QR code across updation  
of the train location  
through GPS, wakeup call  
indication when  
destination is arrived

3 Feelings

What your user might be thinking and feeling at the moment



Anxiety to  
get better  
website

Availability of  
stations  
about what  
they want

Need various  
train  
services at  
different  
stages

Expect to be  
a short  
process

Foods in hand  
and to receive  
them in a tired  
journey with a  
reminder call

Happy to  
have e-  
tickets

SAFE AND  
HAPPY  
JOURNEY



Excitation in selecting  
the trains

Non-availability of preferred  
seat

Missing of the  
desired payment  
method

4 Pain points

Problems your user runs into

Poor  
accessibility  
of website

hecting  
process of  
filling the  
details

Non-  
availability of  
trains for our  
desired  
timing

Failure of  
transaction  
due to server  
problem

Problems in  
generating  
QR code

Missing of  
trains

5 Customer  
Expectations

Potential improvements or  
enhancements to the experience

Effective set  
of webpage  
for booking  
train tickets

Accessing  
search engine  
without any  
trouble

Clear messages  
on platform  
and website  
about booking the  
train ticket

While looking for  
the website, it  
should be  
convenient to  
navigate

While looking, they  
show the  
availability of  
trains in the website  
based on their

Clear message  
on website and  
platform about  
the required  
information

More  
availability of  
trains in the website

No more lagging  
in the website of  
booking the  
train tickets

More  
authenticity  
of booking  
train tickets

Safe and  
secure booking  
without any  
inconvenience

QR  
code is the easiest way  
to track the train and  
receive the ticket