

Customer Journey Map – Metro Ticket Generating System (ServiceNow)

Category

| | | | | |
|--------|-------|--------|------|--------|
| Entice | Enter | Engage | Exit | Extend |
| Entice | Enter | Engage | Exit | Extend |

Steps

| | | | | |
|--------------------------|----------------------------|----------------------------------|------------------------|-----------------------|
| Entice | Enter | Engage | Exit | Extend |
| Need to travel via metro | Login to ServiceNow Portal | Select stations & travel details | Receive digital ticket | Use ticket for travel |

Interactions

| | | | | |
|----------------------------------|------------------------------|---------------------------------|------------------------|-----------------------|
| Entice | Enter | Engage | Exit | Extend |
| Metro signage / Mobile awareness | ServiceNow Web/Mobile Portal | Service Catalog + Flow Designer | Email/SMS with QR Code | Metro gate QR Scanner |

Goals

| | | | | |
|---------------------|--------------------|---------------------------|-----------------------------|--------------------|
| Entice | Enter | Engage | Exit | Extend |
| Quick ticket access | Easy portal access | Accurate fare calculation | Instant ticket confirmation | Smooth metro entry |

Positive Experience

| | | | | |
|--------------------|--------------|-----------------------|-----------------------|------------------|
| Entice | Enter | Engage | Exit | Extend |
| No physical queues | Secure login | Auto fare calculation | Instant QR generation | Paperless travel |

Negative Experience

| | | | | |
|---------------|----------------------|-------------------------|---------------|----------------|
| Entice | Enter | Engage | Exit | Extend |
| Manual delays | First-time confusion | Wrong station selection | Network delay | QR scan issues |

Business Value

| | | | | |
|------------------|----------------------|----------------------|------------------|-------------------|
| Entice | Enter | Engage | Exit | Extend |
| Digital adoption | Reduced counter load | Automated operations | Less human error | High satisfaction |