

Customer Journey Map – Metro Ticket Generating System (ServiceNow)

Category

Entice	Enter	Engage	Exit	Extend
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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