

Customer Journey Map: Metro Rail E-Ticket App

	Touchpoints:	Pain Points:	Opportunities:
1. Awareness	<ul style="list-style-type: none">• Ads on social media (Instagram, Facebook).• Posters at metro stations.• Word-of-mouth/referrals.	Unaware of digital options; relies on cash/queues.	Offer first-ride discounts to incentivize app downloads.
2. Consideration	App Store reviews, website, or demo videos.	Skepticism about security (payment/data privacy).	Highlight encryption and partnerships with metro authorities.
3. Booking (App Onboarding)	App download, signup, ticket selection.	Complicated UI; too many steps.	<ul style="list-style-type: none">• One-click booking (save frequent routes).• Auto-detect nearest metro station via GPS.
4. Boarding	QR/NFC scan at gates, notifications.	<ul style="list-style-type: none">• QR code fails (poor connectivity).• Confusion about gate locations.	<ul style="list-style-type: none">• Offline QR codes (pre-loaded).• AR arrows in app to guide users to gate
5. Post-Trip Engagement	<ul style="list-style-type: none">• Receipts, feedback prompts, loyalty rewards.	No incentive to reuse the app.	<ul style="list-style-type: none">• Reward points for referrals/10th ride free.• Personalized offers (e.g., discounts at station vendors).