

Customer Journey Mapping for Metro Rail Booking App

This guide provides an analysis of the customer journey for a metro rail booking app, specifically tailored for a student project. The goal is to understand the customer's experience from the initial login to receiving the boarding pass.



Login or Create Account

The journey starts with the user either logging into an existing account or creating a new one.

User opens the app and sees the login page.

User chooses to log in with existing credentials or create a new account.



Enter Trip Details

On the next page, the user enters the travel details including destination, date, time, and ticket type.

User selects destination from a dropdown or search bar.

User selects ticket type: one way or round trip.

User chooses the date and time of travel.



Payment

Once the trip details are confirmed, the user proceeds to the payment page.

User is presented with payment options: credit card, debit card, or digital wallet.

User enters payment details and confirms the payment.



Boarding Pass

After successful payment, the user receives a digital boarding pass.

User sees the boarding pass on the screen with a QR code.

User has the option to download or print the boarding pass.