

CUSTOMER JOURNEY MAPPING

using the Rail Europe Experience Map as an example

GUIDING PRINCIPLES

People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people’s larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personal.

CUSTOMER JOURNEY

STAGES	Research & Planning		Shopping	Booking	Post-Booking, Pre-Travel	Travel	Post Travel	
RAIL EUROPE	Research destinations, routes and products		Enter trips Select Pass(es)	Review fares	Confirm itinerary Delivery options Payment options Review & Confirm	Wait for paper tickets to arrive	Activities, unexpected changes Share experience Follow-up on refunds for booking changes	
DOING								
THINKING	<ul style="list-style-type: none">What is the easiest way to get around Europe?Where do I want to go?How much time should I/we spend in each place for site seeing and activities?		<ul style="list-style-type: none">I want to get the best price, but I'm willing to pay a little more for first class.How much will my whole trip cost me? What are my trade-offs?Are there other activities I can add to my plan?		<ul style="list-style-type: none">Do I have all the tickets, passes and reservations I need in this booking so I don't pay more shipping?Rail Europe is not answering the phone. How else can I get my question answered?	<ul style="list-style-type: none">Do I have everything I need?Rail Europe website was easy and friendly, but when an issue came up, I couldn't get help.What will I do if my tickets don't arrive in time?	<ul style="list-style-type: none">I just figured we could grab a train but there are not more trains. What can we do now?Am I on the right train? If not, what next?I want to make more travel plans. How do I do that?	<ul style="list-style-type: none">Trying to return ticket I was not able to use. Not sure if I'll get a refund or not.People are going to love these photos!Next time, we will explore routes and availability more carefully.
FEELING	<ul style="list-style-type: none">I'm excited to go to Europe!Will I be able to see everything I can?What if I can't afford this?I don't want to make the wrong choice.		<ul style="list-style-type: none">It's hard to trust Trip Advisor. Everyone is so negative.Keeping track of all the different products is confusing.Am I sure this is the trip I want to take?		<ul style="list-style-type: none">Website experience is easy and friendly!Frustrated to not know sooner about which tickets are eTickets and which are paper tickets. Not sure my tickets will arrive in time.	<ul style="list-style-type: none">Stressed that I'm about to leave the country and Rail Europe won't answer the phone.Frustrated that Rail Europe won't ship tickets to Europe.Happy to receive my tickets in the mail!	<ul style="list-style-type: none">I am feeling vulnerable to be in an unknown place in the middle of the night.Stressed that the train won't arrive on time for my connection.Meeting people who want to show us around is fun, serendipitous, and special.	<ul style="list-style-type: none">Excited to share my vacation story with my friends.A bit annoyed to be dealing with ticket refund issues when I just got home.
EXPERIENCE	<div>Enjoyability</div> <div>Relevance of Rail Europe</div> <div>Helpfulness of Rail Europe</div>		<div>Enjoyability</div> <div>Relevance of Rail Europe</div> <div>Helpfulness of Rail Europe</div>		<div>Enjoyability</div> <div>Relevance of Rail Europe</div> <div>Helpfulness of Rail Europe</div>	<div>Enjoyability</div> <div>Relevance of Rail Europe</div> <div>Helpfulness of Rail Europe</div>	<div>Enjoyability</div> <div>Relevance of Rail Europe</div> <div>Helpfulness of Rail Europe</div>	

OPPORTUNIITIES

GLOBAL			PLANNING, SHOPPING, BOOKING			POST-BOOK, TRAVEL, POST-TRAVEL	
Communicate a clear value proposition.	Help people get the help they need.	Support people in creating their own solutions.	Enable people to plan over time.	Visualize the trip for planning and booking.	Arm customers with information for making decisions.	Improve the paper ticket experience.	Accommodate planning and booking in Europe too.
STAGE: Initial visit	STAGES: Global	STAGES: Global	STAGES: Planning, Shopping	STAGES: Planning, Shopping	STAGES: Shopping, Booking	STAGES: Post-Booking, Travel, Post-Travel	STAGE: Traveling
Make your customers into better, more savvy travelers.	Engage in social media with explicit purposes.		Connect planning, shopping and booking on the web.	Aggregate shipping with a reasonable timeline.		Proactively help people deal with change.	Communicate status clearly at all times.
STAGES: Global	STAGES: Global		STAGES: Planning, Shopping, Booking	STAGE: Booking		STAGES: Post-Booking, Travelling	STAGES: Post-Booking, Post Travel

Information sources

Stakeholder interviews
Cognitive walkthroughs

Customer Experience Survey
Existing Rail Europe Documentation

Ongoing, non-linear

Linear process

Non-linear, but time based