

Mapping *the* Experience

Chris Risdon

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#xmap

Rail Europe Experience Map

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 personable.
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Customer Journey

STAGES	Research & Planning	Shopping	Booking	Post-Booking, Pre-Travel	Travel	Post Travel
RAIL EUROPE	Research destinations, routes and products	Enter trips Review fares Select pass(es)	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	- 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?	- 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?	- 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?	- 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?	- 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?	- 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	- 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.	- 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?	- 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.	- 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!	- 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.	- 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	Enjoyability Relevance of Rail Europe Helpfulness of Rail Europe	Enjoyability Relevance of Rail Europe Helpfulness of Rail Europe	Enjoyability Relevance of Rail Europe Helpfulness of Rail Europe	Enjoyability Relevance of Rail Europe Helpfulness of Rail Europe	Enjoyability Relevance of Rail Europe Helpfulness of Rail Europe	Enjoyability Relevance of Rail Europe Helpfulness of Rail Europe

Opportunities

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

Information sources

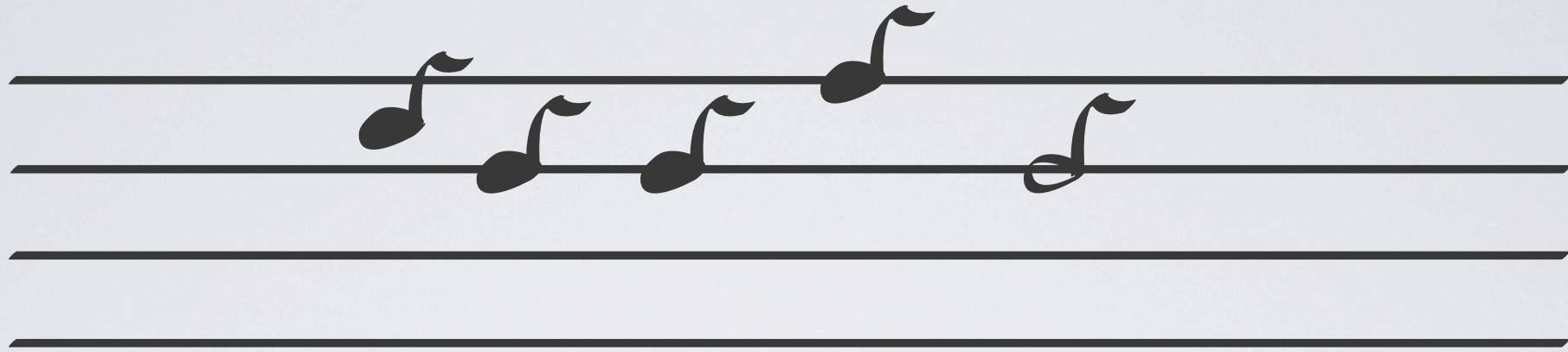
Stakeholder interviews
Cognitive walkthroughs

Customer Experience Survey
Existing Rail Europe Documentation

Ongoing, non-linear

Linear process

Non-linear, but time based



Touchpoints should be orchestrated!

What is each instrument doing; how and when are they doing it?

5 components that make up the anatomy of successful experience maps.

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4 principles for mapping an experience effectively.

STAGES

ACTIONS

EMOTIONS



PEOPLE

PRODUCTS
AND SERVICES

CONTEXT

3 ways that experience maps
can be used.

A catalyst, not a conclusion

Touchpoints should be:

Appropriate *context + culture*

Relevant *meeting needs/functional*

Meaningful *importance/purpose*

Endearing *subtle, playful, delight*

Connected *available, seamless*

August 30th!

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