



# CHRISTIAN MÜLLER

DB / BARNY

After his job training Christian started working at a DB ticket shelter. Later his job was replaced by a ticket vending machine so he had to settle for something else. He wanted to stay loyal to DB as a company so he checked the internal job market. He liked the idea of not having direct customer contact anymore but still taking care of them. So he chose to start working as a DB backend consultant.

one year / month / day

STAGE

TOUCHPOINT  
ACTION

STORYBOARD

DESCRIPTION

TASKS

EMOTIONAL  
ARC





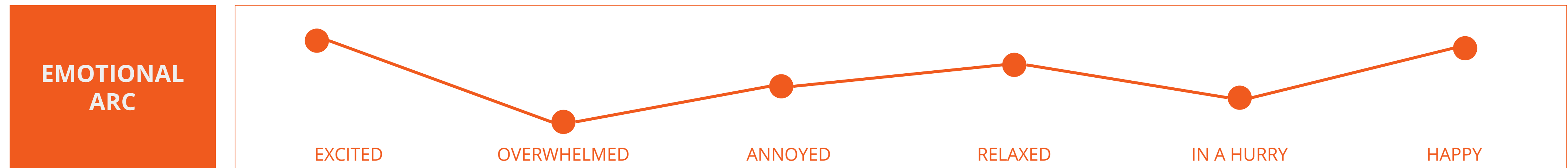

# PHILIPP PAJAK

## DB / Train Customer

Philipp is currently doing his master in IT and is thus on a tight budget and on a tight schedule. To relax a bit, he wants to go on a trip with his wife Alejandra during the easter weekend. He lives in Berlin and would like to get to a place that is nearby and easily accessible.

one month

STAGE	RESEARCH		BUY TICKET		JOURNEY	
TOUCHPOINT ACTION	Think of a place to go	Find out how to get there	Pay	Check-in	Get to train station	Board the train
STORYBOARD						
DESCRIPTION	Philipp and Alejandra are very excited to go on a short vacation trip. They search on the internet for a place to go and finally decide to go to "Thale", a small village in the mountains.	They have a hard time searching for the cheapest way to get there, as they have to compare a lot of different options. They decide to go by Train as it is a comfortable way without polluting the environment.	They cannot buy the tickets with the DB Mobile App, because they need different tickets. Philipp has a university ticket that covers a big area, so he can buy a cheaper ticket. But buying a single ticket for a different person is not possible in the app, so they have to use a computer.	To be more environment friendly, Philipp decides to download the tickets to his phone, instead of printing them. With the DB Mobile App it works very easily.	On their way to the train station they are in a hurry, because they are worried that they might get too late and miss the train. Sometimes the public transport in Berlin takes more time than planned.	The train arrives on time and there is plenty of space to get a good seat. They are also able to store the luggage away. Philipp and Alejandra are very happy that everything went so well.
TASKS	<ul style="list-style-type: none"> <li>Find a place to go</li> <li>Set conditions: e.g. It should be close to his home town</li> </ul>	<ul style="list-style-type: none"> <li>Find a cheap and comfortable way to get there</li> <li>Using bahn.de website to get train prices</li> <li>Don't spend too much time investigating</li> </ul>	<ul style="list-style-type: none"> <li>Put data into online checkout form</li> <li>Pay by credit card</li> </ul>	<ul style="list-style-type: none"> <li>Download DB mobile app</li> <li>Save tickets to device</li> </ul>	<ul style="list-style-type: none"> <li>Get to the central station to be able to board the drain</li> <li>Don't arrive too late</li> </ul>	<ul style="list-style-type: none"> <li>Wait for the train to board it</li> <li>Find a seat</li> <li>Accomodate luggage</li> </ul>





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one month

STAGE	JOURNEY					RECOMMEND
TOUCHPOINT ACTION	Ride the train	Ticket Control	Wait because of an accident	Arrive to destination	Get to hotel	Tell friends about journey
STORYBOARD						
DESCRIPTION	The train ride is just fine. Philipp is a bit bored, because there is no entertainment system on the train. But he likes the view out of the window.	Philipp is annoyed a bit by the train conductor because he needs to search for the tickets on his phone to prove that he has a valid ticket.	The train has to stop because another train had an accident. They have to make space for those passengers, as they join the train. The train is now full of people. After one hour the train can continue with the journey.	Finally arrived at the destination, Philipp and his wife need to pack their stuff and get out of the train. They are relieved to finally reach their destination.	To get to the hotel Philipp needs to find out where it is and finally they walk 500 meters with the luggage. They are both tired of the trip.	After arriving and drinking a cup of tea, Philipp tells his friends and family about the curious accident that happened during the train ride. As he could relax in the meantime he is now very excited for his vacation.
TASKS	<ul style="list-style-type: none"> <li>Be patient for three and a half hours</li> </ul>	<ul style="list-style-type: none"> <li>Hold ticket ready to show it to the train conductor</li> </ul>	<ul style="list-style-type: none"> <li>Make space for rescued passengers</li> </ul>	<ul style="list-style-type: none"> <li>Gather all luggage</li> <li>Leave train at correct station</li> </ul>	<ul style="list-style-type: none"> <li>Find hotel on a internet base map service</li> <li>Walk 500 meters with the luggage to the hotel</li> </ul>	<ul style="list-style-type: none"> <li>Write message to parents</li> <li>Tell friends what happened on the journey</li> </ul>
EMOTIONAL ARC						