

Customer Journey Map



TransLingua: AI-Powered Multi-Language Translator

Based on ten customer interviews and observations from tns for Transplane City Teams

Based on ten customer interviews and observations for the Transplane Guided City tours



Attract

Booking either travel
Apps for online or the
tour is castles.



Onboard

How does someone
first become aware of the process?



Translate

What do people
and is they is ended



Review

In the core moments
in the process, what happens?



Review

What do people
typically prefer of the
one side another



Extend

What happens after the
experience is over?

Steps

Booking either travel

- There's a lot of travel for the
tours, but it's not the
best choice.

Visit in or app

- There's a lot of travel for the
tours, but it's not the
best choice.

Making a visit for the

- There's a lot of travel for the
tours, but it's not the
best choice.

Browse available tours

- There's a lot of travel for the
tours, but it's not the
best choice.

Translate text

- There's a lot of travel for the
tours, but it's not the
best choice.

Translate text

- There's a lot of travel for the
tours, but it's not the
best choice.

Translate text

- There's a lot of travel for the
tours, but it's not the
best choice.

Save for later

- There's a lot of travel for the
tours, but it's not the
best choice.

Interactions

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Goals & motivations

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Positive moments

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Areas of opportunity

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