



# Electricity Consumption Analysis Dashboard

**SCENARIO**  
Analyzing electricity consumption patterns using Tableau to identify trends, peak demand, and seasonal variations.



What do people experience as they begin the process?



In the core moments in the process, what happens?



What do people typically experience as the process finishes?



What happens after the experience is over?

**Steps**  
What does the person (or group) typically experience?

	Booking other travel	Visit website or app	Choose a city, dates, and number of people	Browse available tours	View detail on a single tour	Start purchase of a tour	Complete payment information	Confirm payment & book tour	Email confirmation	Email reminder	Arrive at tour location	Meet the guide & group	Experience the tour	Leave the guide & group	Prompt for review	Writing & submitting review	Tour appears in the user profile	Personalized recommendations	Personalized tour offers	Personalized tour suggestions after new travel booking
Most customers discover city tours as they are booking other Fairplane travel	A customer navigates to the city tours section of our website or app	The customer types a city, dates, and number of people who will attend the tour to see what tours are available	The customer sees available tours for their dates, city, and number of people	After seeing a tour that interests them, the customer clicks or taps to view more.	They click or tap on the tour they want to learn more about what and where the tour is, the cost, the time of day, and tour guide.	After deciding to go on this tour, they click the Purchase button	They fill out their contact and credit card information, then continue	They see a summary of what they are about to purchase, then they confirm and the tour is booked!	An email immediately sends to confirm their tour and provide details about where and when to meet their guide	One day before the tour begins, a reminder email is sent to all tour participants. The email emphasizes where and when to meet, and what to bring (if applicable)	Using their own means of transportation, the customer makes their way to the tour location at the scheduled time.	Tour participants meet the guide and other people who have joined the same tour	The guide brings the group around the area, explaining what they go. Typically this lasts about 3 hours.	The guide wraps up the tour and everyone heads their separate ways	One hour after the tour finishes, an email and in-app notification prompt the tour participant for a review	The tour participant writes a review and gives the tour a star-rating out of 5.	The completed tour appears on the "Past experiences" area of the user's profile with a few details on where the group went	Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization	The customer receives an email 14 days after their tour with personalized recommendations for other tours	When a past tour participant books new travel with us, we show them personalized tour recommendations in their arrival city.
Travel booking section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Customer's email (software like Outlook or website like Gmail)	Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square)	Direct interactions with the guide, and potentially other group members	Direct interactions with the guide, and potentially other group members	Direct interactions with the guide, and potentially other group members	Customer's email (software like Outlook or website like Gmail)	"Leave a review" modal window within the profile on the website, iOS app, or Android app	Completed experiences section of the profile on the website, iOS app, or Android app	Recommendations span across website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Post-purchase screens website, iOS app, or Android app		
Help me get this flight or hotel booked	Help me have more fun or learn new things on my trip	Help me avoid seeing tours for the wrong dates, locations, or numbers of people	Help me see what they have to offer	Help me understand what this tour is all about	Help me commit to going on this tour	Help me get through this payment part without too much hassle	Help me feel confident that my purchase is finalized and tell me what to do next	Help me feel confident that my purchase is finalized, tell me what to do next	Help me make sure I don't forget about my tour so that I don't waste money or get disappointed	Help me feel confident about where to go and which one of these people is my guide	Help me feel good about my decision to go on this tour and to feel welcome	Help me make the most of my trip to this new place	Help me leave the tour with good feelings and no awkwardness	Help me spread the word about a great tour or provide shout-outs and feedback for one that was not so good	Help me see what I've done before	Help me see what I could be doing next	Help me see ways to enhance my new trip			
It's fun to look at options and imagine doing each tour, like shopping for experiences	Tour photos, videos, and explanations are exciting to see	Excitement about the purchase ("Here we go!")	Current payment flow is very bare-bones and simple	We've heard from several people that the reminder emails were essential, especially if they booked way in advance	Our guides tend to be so good that people are reassured when they meet their guide	People love the tour itself, we have a 98% satisfaction rating	People generally leave tours feeling refreshed and inspired	People like looking back on their past trips	We think people like these recommendations because they have an extremely high engagement rate											
People sometimes forget to put in their number of people, which leads them to discount tours they can't actually attend	Several people expressed "information overload" as they browse	People express a bit of fear of commitment at this step	Trepidation about the purchase ("I hope this will be worth it!')	People expressed awkwardness about finding their guide in a public place	Sometimes people are matched up with tour participants that they don't really like	People are unclear whether a tip is necessary, especially for non-Americans on an American tour	Customers report feeling review fatigue	People describe leaving a review as an arduous process												
If you don't follow this path immediately after your booking, could we send a follow-up?	Could we automatically carry over the city from your booking? (e.g. via a cookie)	Make it easier to compare and shop for experiences without having to click on them	Provide a simpler summary to avoid information overload	Show highlights or common phrases from reviews, or Uber style "great guide" badges?	How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?	How might we make it clear that tipping is appreciated but not necessary?	Could we A/B test different language to see what changes response rates?	How might we progressively disclose the full review so that each step feels more simple?	How might we help people remember and remember things they've done in the past?											
					People feel less pressure to tip a guide when someone else on the tour tips, leaving them weird and bad if they don't	People feel less pressure to tip a guide when someone else on the tour tips, leaving them weird and bad if they don't	We have very low review rates (15% of people review experiences and tours)		How might we extend the personal connection to the guide long after the tour is over?											

**Goals & motivations**

At each step, what is a person's primary goal or motivation?  
("Help me..." or "Help me avoid...")

Help me get this flight or hotel booked	Help me have more fun or learn new things on my trip	Help me avoid seeing tours for the wrong dates, locations, or numbers of people	Help me see what they have to offer	Help me understand what this tour is all about	Help me commit to going on this tour	Help me get through this payment part without too much hassle	Help me feel confident that my purchase is finalized and tell me what to do next	Help me feel confident that my purchase is finalized, tell me what to do next	Help me make sure I don't forget about my tour so that I don't waste money or get disappointed	Help me feel confident about where to go and which one of these people is my guide	Help me feel good about my decision to go on this tour and to feel welcome	Help me make the most of my trip to this new place	Help me leave the tour with good feelings and no awkwardness	Help me spread the word about a great tour or provide shout-outs and feedback for one that was not so good	Help me see what I've done before	Help me see what I could be doing next	Help me see ways to enhance my new trip
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**Positive moments**

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

It's fun to look at options and imagine doing each tour, like shopping for experiences	Tour photos, videos, and explanations are exciting to see	Excitement about the purchase ("Here we go!")	Current payment flow is very bare-bones and simple	We've heard from several people that the reminder emails were essential, especially if they booked way in advance	Our guides tend to be so good that people are reassured when they meet their guide	People love the tour itself, we have a 98% satisfaction rating	People generally leave tours feeling refreshed and inspired	People like looking back on their past trips	We think people like these recommendations because they have an extremely high engagement rate
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**Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People sometimes forget to put in their number of people, which leads them to discount tours they can't actually attend	Several people expressed "information overload" as they browse	People express a bit of fear of commitment at this step	Trepidation about the purchase ("I hope this will be worth it!')	People expressed awkwardness about finding their guide in a public place	Sometimes people are matched up with tour participants that they don't really like	People are unclear whether a tip is necessary, especially for non-Americans on an American tour	Customers report feeling review fatigue	People describe leaving a review as an arduous process	
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**Areas of opportunity**

How might we make each step better? What ideas do we have? What have others suggested?

If you don't follow this path immediately after your booking, could we send a follow-up?	Could we automatically carry over the city from your booking? (e.g. via a cookie)	Make it easier to compare and shop for experiences without having to click on them	Provide a simpler summary to avoid information overload	Show highlights or common phrases from reviews, or Uber style "great guide" badges?	How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?	How might we make it clear that tipping is appreciated but not necessary?	Could we A/B test different language to see what changes response rates?	How might we progressively disclose the full review so that each step feels more simple?	How might we help people remember and remember things they've done in the past?
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