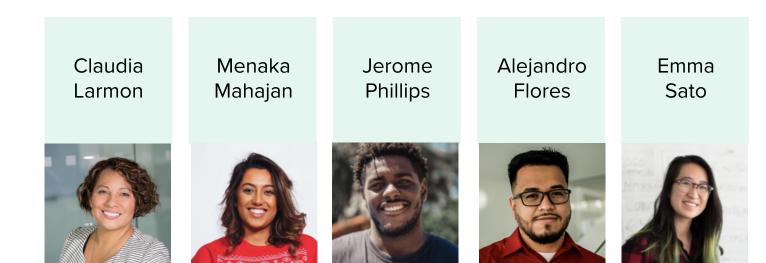
# Guided city tours





Browsing, booking, attending, and rating a local city tour



### **Entice**

How does someone initially become aware of this process?



### **Enter**

What do people experience as they begin the process?



### **Engage**

In the core moments in the process, what



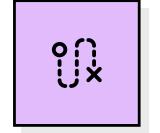
### **Exit**

What do people typically experience as the process finishes?

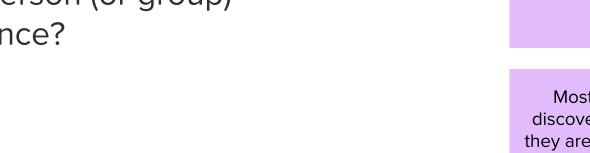


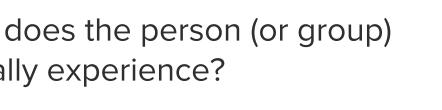
### **Extend**

What happens after the experience is over?

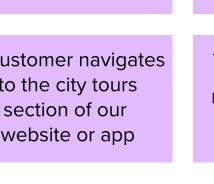


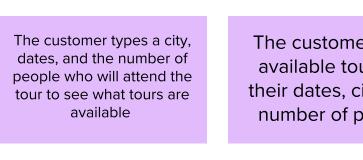
What does the person (or group) typically experience?



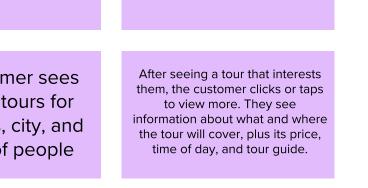


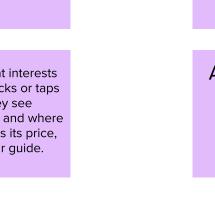


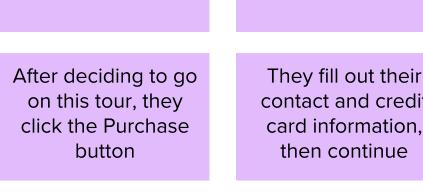


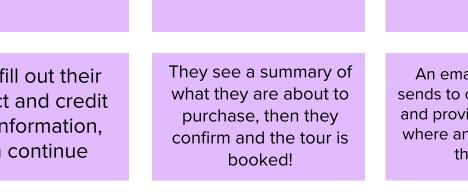


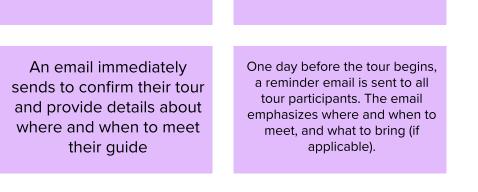




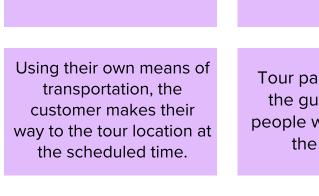


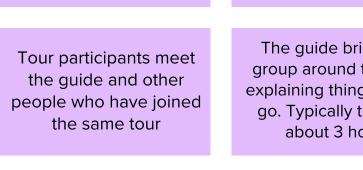


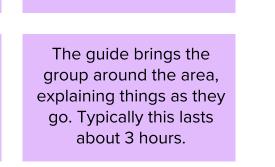








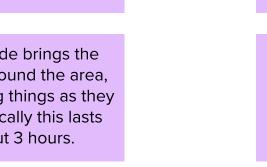


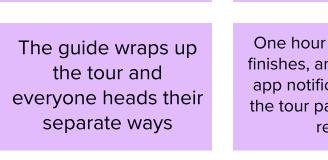


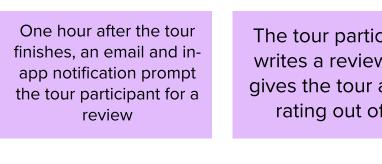
Direct interactions

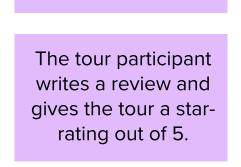
with the guide, and potentially other

group members









window within the profile

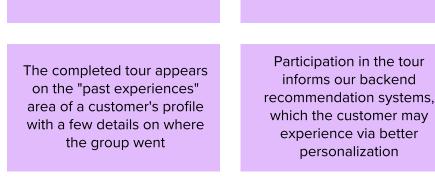
or Android app

To some degree, this is

communicating indirect

with the tour guide, who

will see their review



Completed experiences

section of the profile on

the website, iOS app,

or Android app

If other users interact

with this person, they

will see these

completed tours also





Personalized

after new travel

arrival city.

Post-purchase

app, or Android app

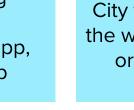


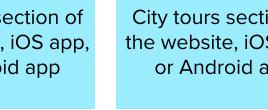
### Interactions

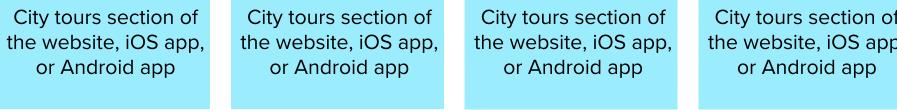
each step along the way?

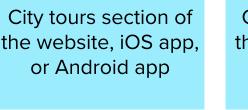
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

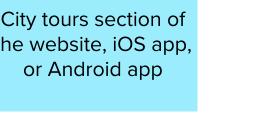












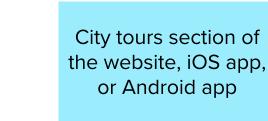
The tour guide makes

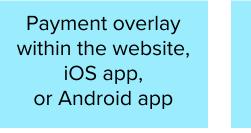
first appearance at this

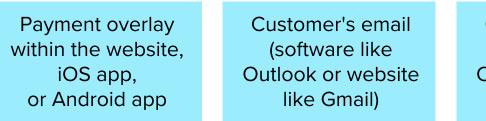
point, although the

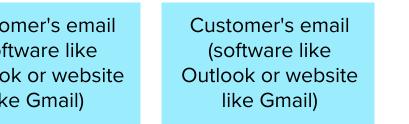
customer doesn't

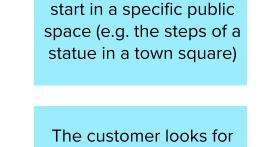
interact with them yet.





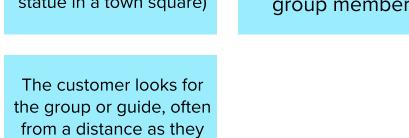




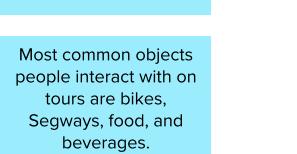


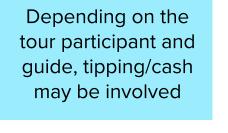
walk closer

Tour locations tend to









Direct interactions

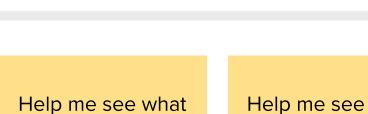
group members

Often takes place at the

group met the guide, but

not always



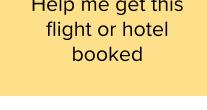


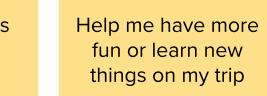


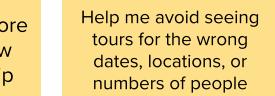


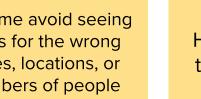
## **Goals & motivations**

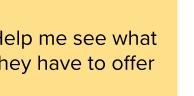
primary goal or motivation? ("Help me..." or "Help me avoid...")

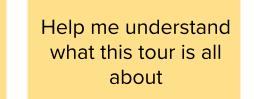


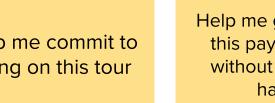


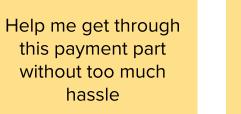


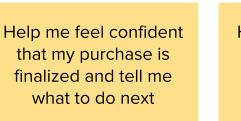


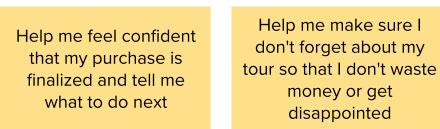


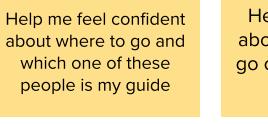


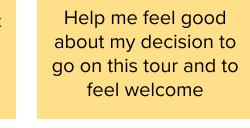


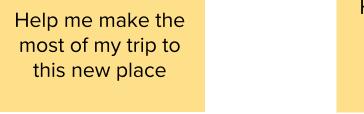


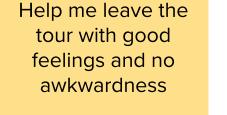


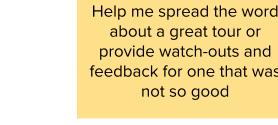












People describe

How might we

progressively disclose

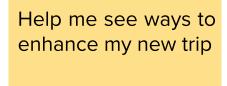
the full review so that

each step feels more

simple?

Help me see what I've done before

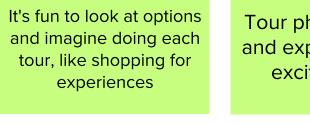
Help me see what could be doing next

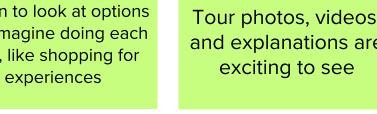


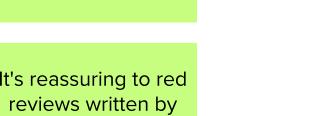


### **Positive moments**

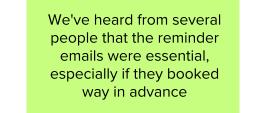
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

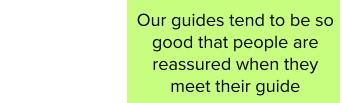


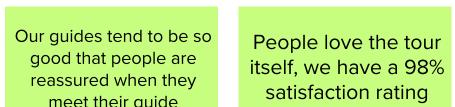




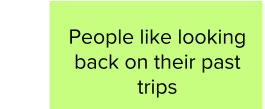
flow is very bare-("Here we go!") bones and simple









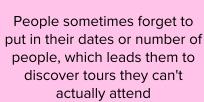


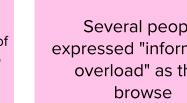




### **Negative moments**

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

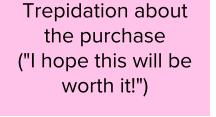


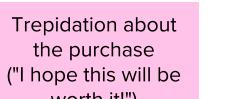


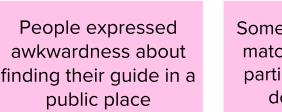
People express a bit of fear of commitment at this step

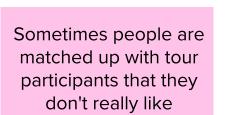
lt's reassuring to re

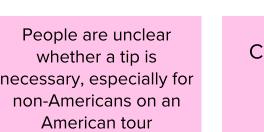
past travelers

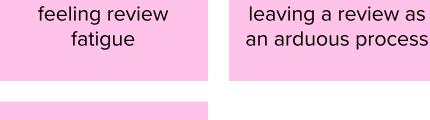


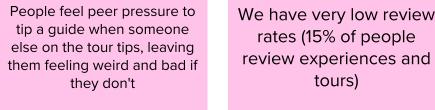








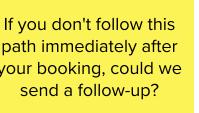


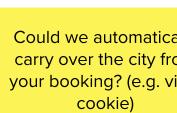


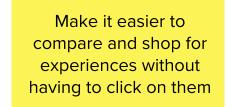


### Areas of opportunity

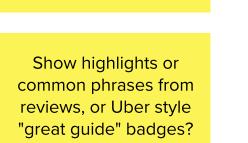
How might we make each step better? What ideas do we have? What have others suggested?

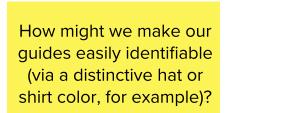


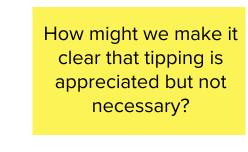




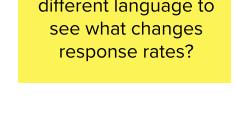


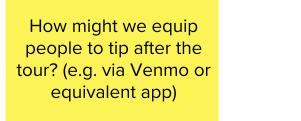


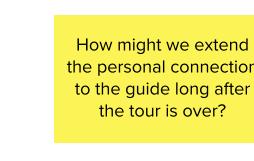




How might we totally eliminate this awkward moment?







How might we help

people celebrate and

remember things they've

done in the past?