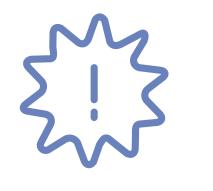




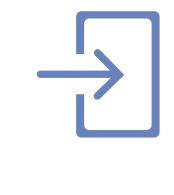


Browsing, booking, attending, and rating a local city tour



How does someone initially become aware

of this process?



What do people experience as they begin the process?



Arrive at

Using their own means of transportation, the customer makes their way to the tour location at the scheduled time.

## Engage

In the core moments in the process, what



# **Exit**

What do people typically experience as the process finishes?

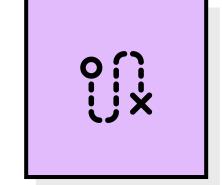
One hour after the tour finishes, an email and inapp notification prompt the tour participant for a review



## Extend

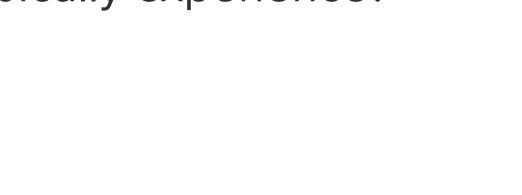
What happens after the experience is over?

experience via better personalization



typically experience?

Guided city tours

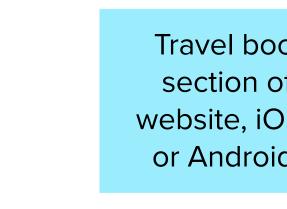


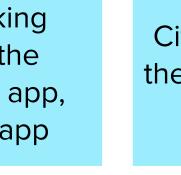


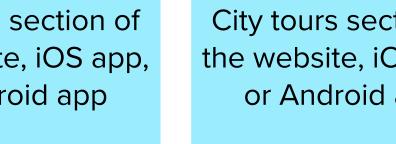
# Interactions

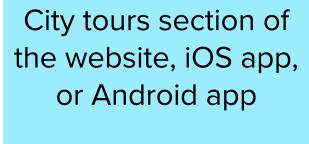
What interactions do they have at each step along the way?

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

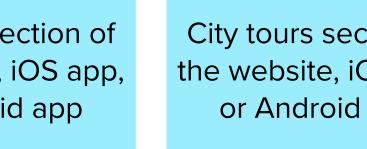


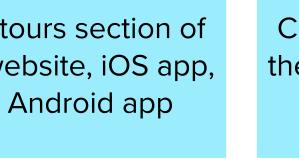


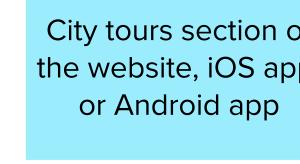




The customer types a city, dates, and the number of people who will attend the



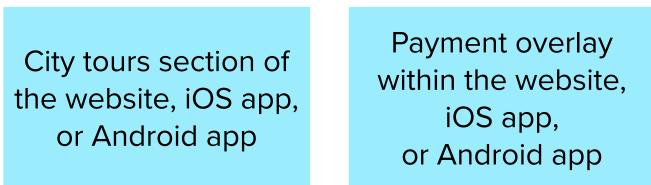




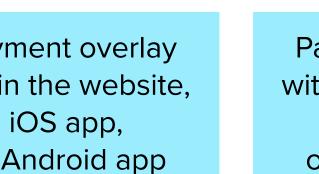
The tour guide makes first appearance at this

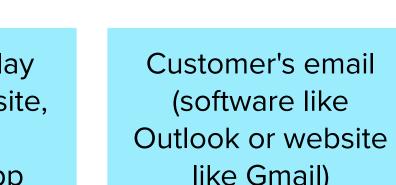
point, although the customer doesn't interact with them yet.

After seeing a tour that interests them, the customer clicks or taps to view more. They see information about what and where the tour will cover, plus its price, time of day, and tour guide.

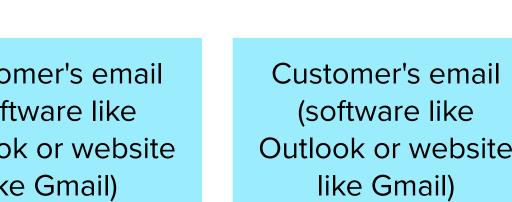


They fill out their contact and credit card information, then continue

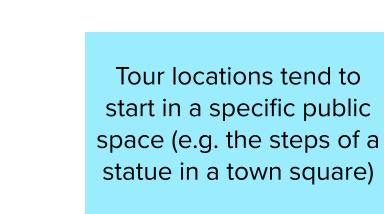




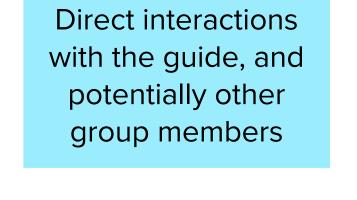
An email immediately sends to confirm their tour and provide details about where and when to meet



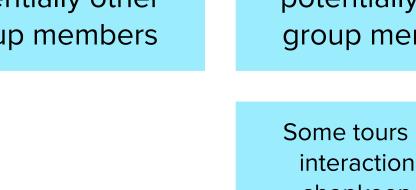
a reminder email is sent to all tour participants. The email mphasizes where and when to meet, and what to bring (if



The customer looks for the group or guide, often from a distance as they walk closer



Tour participants meet the guide and other people who have joined the same tour

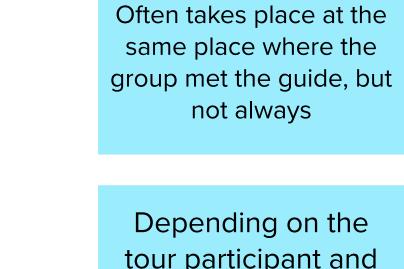


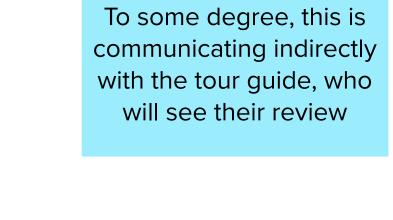


Most common objects people interact with on

tours are bikes, Segways, food, and beverages.

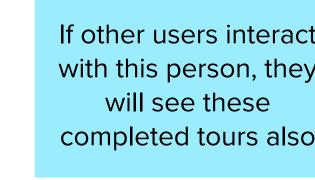
The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.





window within the profile

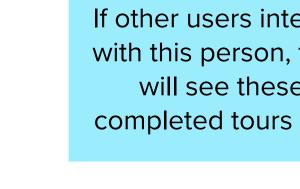
or Android app

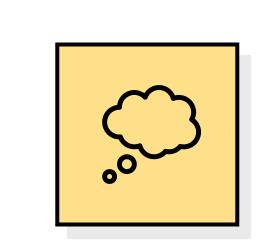


The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went

Completed experiences section of the profile on the website, iOS app,

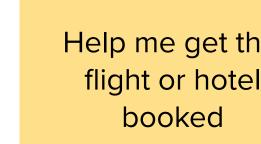
or Android app



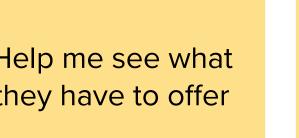


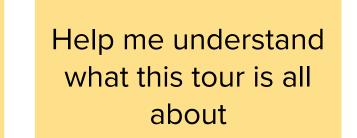
### **Goals & motivations**

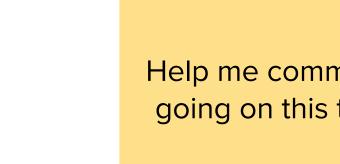
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

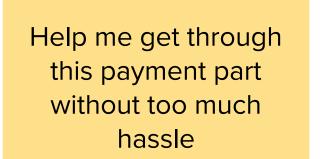


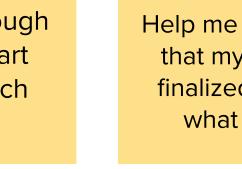


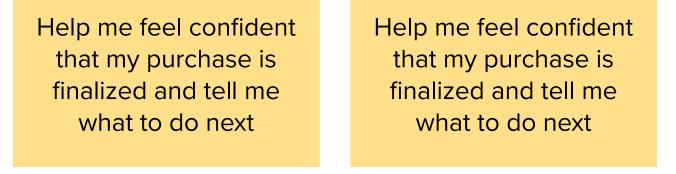


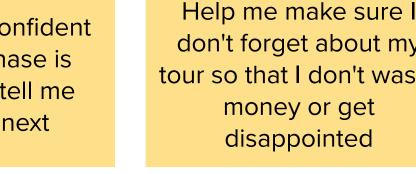


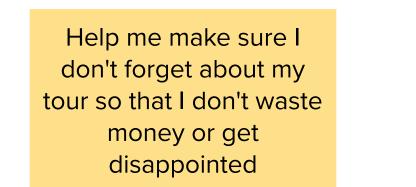




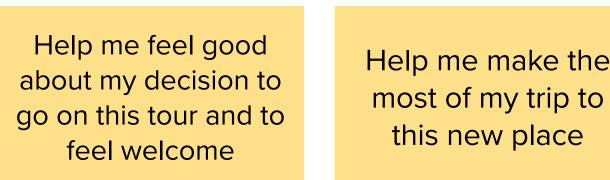


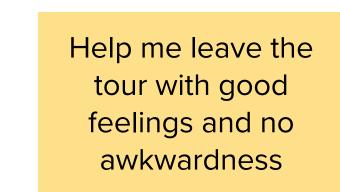


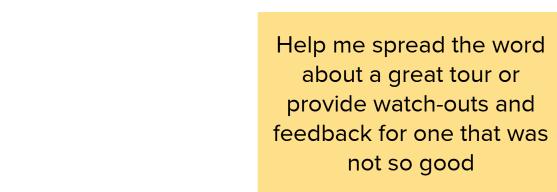


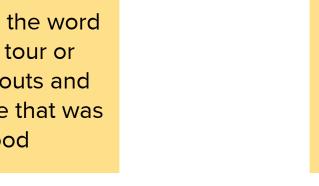


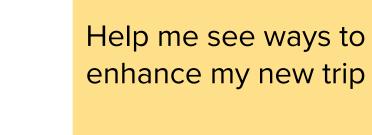












tour suggestions

after new travel

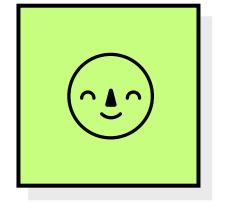
booking

books new travel with us, we show them personalized tour

recommendations in their

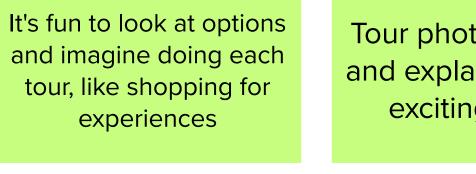
arrival city.

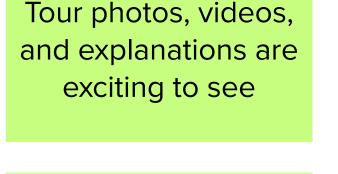
Post-purchase screens website, iOS app, or Android app

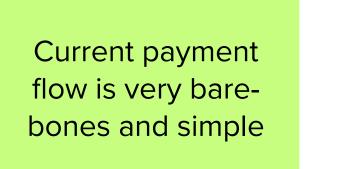


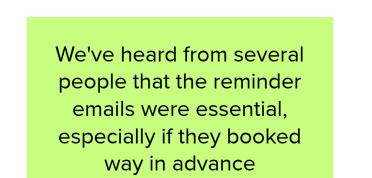
# **Positive moments**

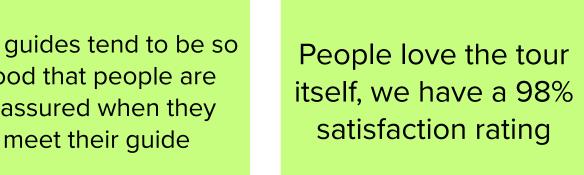
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

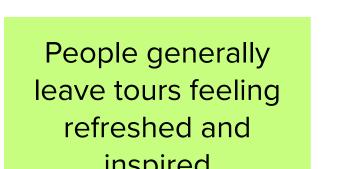


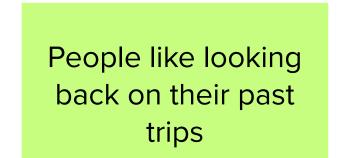


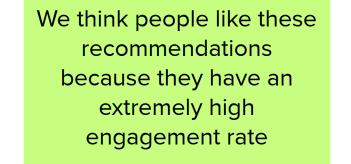


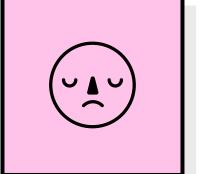






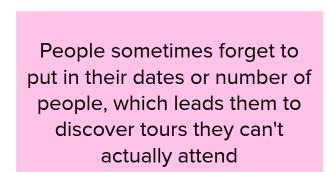


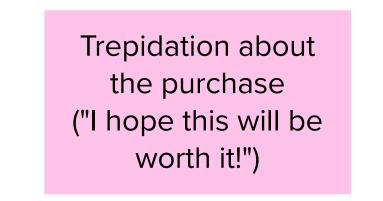




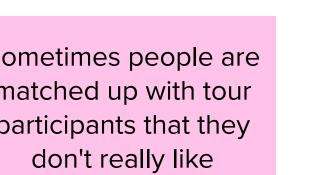
## **Negative moments**

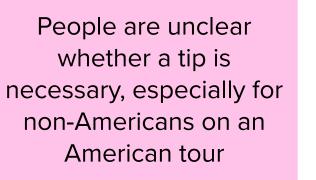
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

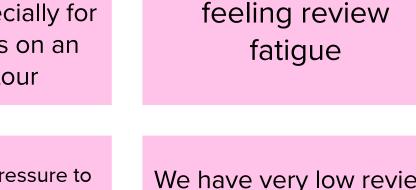


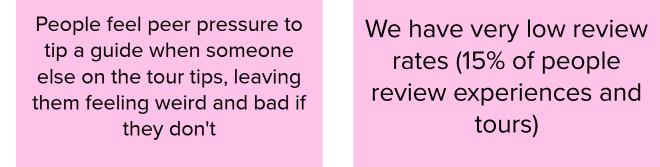








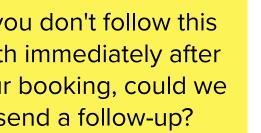


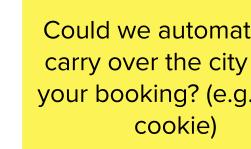




## Areas of opportunity

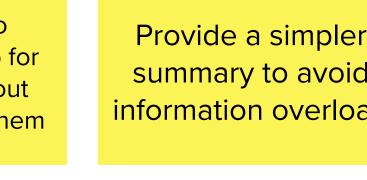
How might we make each step better? What ideas do we have? What have others suggested?

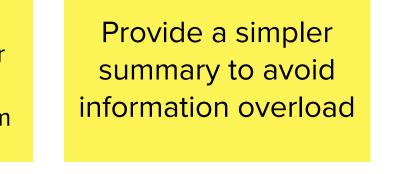


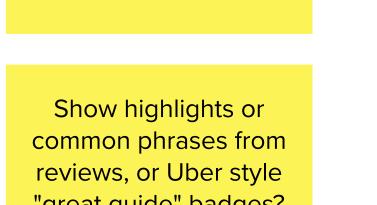


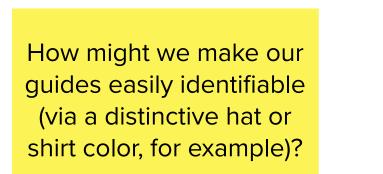


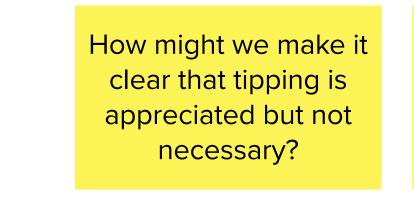


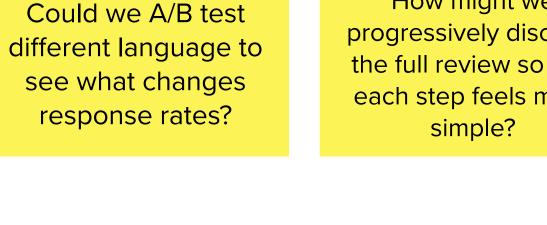


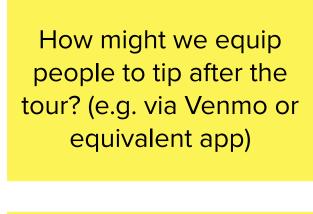


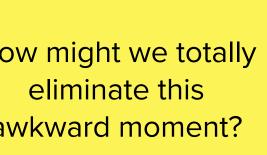


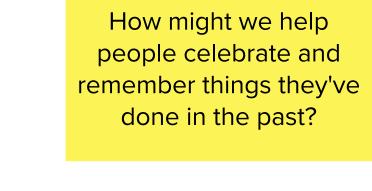












the personal connection

to the guide long after

the tour is over?