

Guided city tours

Based on the collected interviews and observations from the Fairplane Festival they have been:



Background
Research, building, planning, and selling a typical city tour

Entice
How does someone initially become aware of the process?

Enter
What do people experience as they begin the tour?

Engage
In the core experience, in the process, what happens?

Exit
What do people typically experience as the process finishes?

Extend
What happens after the experience is over?

