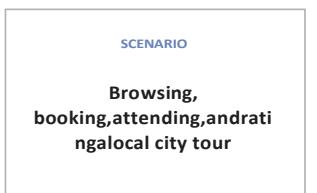


Date	20 February 2026
Team ID	LTVIP2026TMIDS82725
Project Name	Plugging into the future: an exploration of electricity consumption pattern using tableau

## FAIRPLANE

# Guided city tours



## 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 happens?

## Exit

What do people typically experience as the process finishes?

## Extend

What happens after the experience is over?

### Steps

What does the person (or group) typically experience?

### Booking the tour

Most customers

### Visit website or app

Acustomer navigates to the city tour section of our website or app

### Choose a city, dates, and number of people

The customer specifies dates, and the number of people who will attend the tour, what a tour is available

### Browse available tours

The customer sees a list of available tours for their dates, city, and number of people

### View details on a single tour

After viewing a tour, the customer clicks or taps to view more. They see the tour name, description, the tour will cover, plus its price, time of day, and tour guide.

### Start purchase of a tour

After deciding to go on this tour, they click the Purchase button

### Complete payment information

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

### Confirm payment & book tour

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

### Email confirmation

An email reminder is sent to all tour participants. The email includes the tour date, time, and what to bring (if applicable).

### Email reminder

Customer receives a reminder email to remind them to meet their guide.

### Arrive at tour location

The guide wraps up the tour and everyone heads straight to the separate ways.

### Meet the guide & group

The tour participant writes a review and gives the tour a star rating.

### Experience the tour

The tour participant writes a review and gives the tour a star rating.

### Leave the guide & group

The tour participant writes a review and gives the tour a star rating.

### Prompt for review

The tour participant writes a review and gives the tour a star rating.

### Writing & submit ting review

The tour participant writes a review and gives the tour a star rating.

### Tour appears in user profile

The completed tour appears in the tour info back end, which may be used for personalization.

### Personalized recommendations

Participation in the tour info back end, which may be used for personalization.

### Personalized offers

The customer receives a personalized offer after their tour, which may include better personalization.

### Personalized tour suggestions after travel booking

What does the customer see when they return to their profile after their tour?

### Interactions

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

### Travel booking section of the website, iOS app, or Android app

Customer interacts with the travel booking section of the website, iOS app, or Android app.

### City tours section of the website, iOS app, or Android app

Customer interacts with the city tour section of the website, iOS app, or Android app.

### City tours section of the website, iOS app, or Android app

Customer interacts with the city tour section of the website, iOS app, or Android app.

### The tour

Customer interacts with the tour guide.

### Tour locations

Direct interactions with the tour guide, and potentially other group members.

### The customer

Direct interactions with the tour guide, and potentially other group members.

### Leave a review

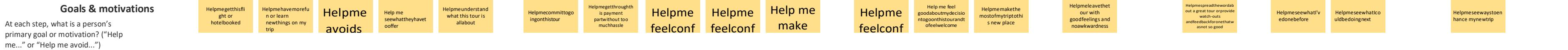
Customer interacts with the tour guide, and potentially other group members.

### Complet ed exper

If other users interact with this person, they will see the completed tour.

People: Who do they see or talk to?  
Places: Where are they?

Things: What digital touchpoints or physical objects would they use?



**Positive moments**

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

**It'sfunto lookatop**

It's reassuring to read reviews written by past travelers

Excitement about the purchase ("Here we go!")

Current payment flow is very bare-bones and simple

We've had Tourphotos, videos, and explanations are exciting to see

Reminder emails were essential, especially if they arrived 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 like looking back on their past trips

**Negative moments**

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

People sometimes forget to put in their date or number of people, which leads them to discover down 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 feel pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't

We have very low review rates (15% of people review experiences and tours)

**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 highlight reviews?

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How might we totally  
eliminate this  
awkward moment?

