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

Based on ten customer interviews and observations from the Fairplane Guided City Tours team

EmmaSat
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FAIRPLANE

Guided city tours

SCENARIO

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 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 other travel	Visiting website or app	Choosing a city, dates, and number of people	Browsing available tours	Viewing details on a single tour
Most customers	A customer navigates to the city tour section of our website or app	The customer types a city, dates, and then a number of people who will attend the tour to see what is 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 are informed about whether the tour will cover, plus its price, time of day, and tour guide.

Starting purchase of a tour	Completing payment information	Confirming payment & booking tour	Email confirmation	Email reminder
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	An email is immediately sent to confirm the 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 also highlights when and where to meet, and what to bring (if applicable).

Arriving at tour location	Meeting the guide and group	Experiencing the tour
Using their own	Tour participants	The guide

Leaving the guide and group	Prompt for review	Writing & submitting review
The guide wraps up the tour and everyone heads their separate ways	One hour	The tour participant writes a review and gives the tour a star rating out of 5

Tour appears in their profile	Personalized recommendations	Personalized tour offers	Personalized tour suggestions after new travel booking
The completed tour appears in the "past experience" area of a customer's profile with details on where the group went	Participation in the tour informs our recommendation system, which the customer may experience via personalized recommendations for other tours	The customer receives an email 1 day 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.

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?

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
				The tour

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)
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Tour locations	Direct interactions with the guide, and potentially other group members	Direct interactions with the guide, and potentially other group members
The customer		Some tours
		Most common

Direct interactions with the guide, and potentially other group members	Customer's email (software like Outlook or website like Gmail)	"Leave a review"
Often takes		To some degree.
Depending on the tour participant and guide, tipping/cash may be involved		

Completed experience	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
If other users interact with this person, they will see these completed tours also			

Goals & motivations

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

Helpmegetthisflight or hotelbooked

Helpmehavemorefun or learn newthings on my trip

Helpme avoids

Help me see what they have to offer

Help me understand what this tour is all about

Help me commit to go in on this tour

Help me get through this payment part without too much hassle

Help me feel confident

Help me feel confident

Help me make

Help me feel confident

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 them with our good feelings and no awkwardness

Help me spread the word about a great tour or provide watch-outs and feedback for one that was not so good

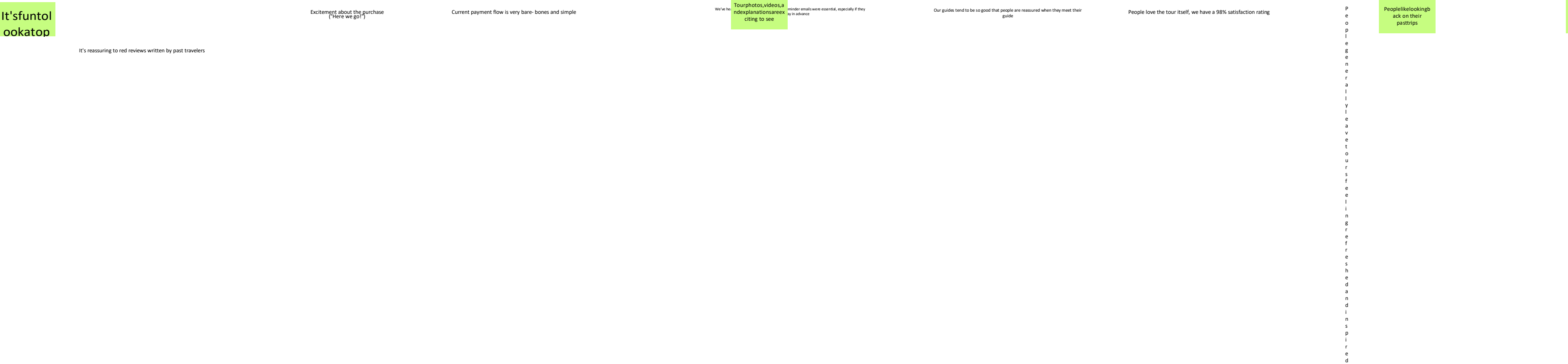
Help me see what I've done before

Help me see what could be doing next

Help me see what to enhance my new trip

Positive moments

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



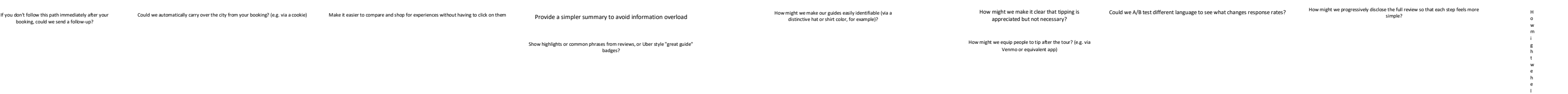
Negative moments

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?



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How might we totally
eliminate this
awkward moment?

