

Guided city tours

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

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SCENARIO

Browsing, uploading skin data, receiving recommendations, exporting skincare routine, and staying updated

Entice

Discover Cosmetics Insights via Instagram Reels, YouTube reviews, or beauty blogs

Enter

What do people experience as they begin the process?

Engage

In the core moments in the process, what happens?

Exit

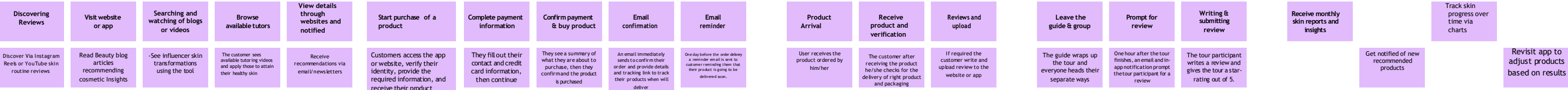
What do people typically experience as the process finishes?

Extend

What happens after the experience is over?

Steps

What does the person (or group) typically experience?



Interactions

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

People: Who do they see or talk to?

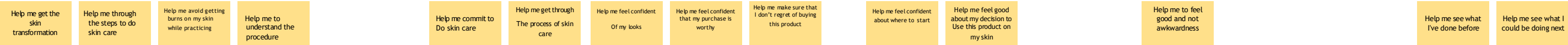
Places: Where are they?

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



Goals & motivations

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



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?



