FAIRPLANE

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?

- **Discovering Reviews** — Discover Via Instagram Reels or YouTube skin routine reviews
- **Visit website or app** — Read Beauty blog articles recommending cosmetic insights
- **Searching and watching of blogs or videos** — -See influencer skin transformations using the tool
- **Browse available tutors** — The customer sees available tutoring videos and apply those to attain their healthy skin
- **View details through websites and notified** — Receive recommendations via email/newsletters
- **Start purchase of a product** — Customers access the app or website, verify their identity, provide the required information, and receive their product
- **Complete payment information** — They fill out their contact and credit card information, then continue
- **Confirm payment & buy product** — They see a summary of what they are about to purchase, then they confirm and the product is purchased
- **Email confirmation** — An email immediately sends to confirm their order and provide details and tracking link to track their products when will deliver
- **Email reminder** — One day before the order delivery a reminder email is sent to customer reminding them that their product is going to be delivered soon.
- **Product Arrival** — User receives the product ordered by him/her
- **Receive product and verification** — The customer after receiving the product he/she checks for the delivery of right product and packaging
- **Reviews and upload** — If required the customer write and upload review to the website or app
- **Leave the guide & group** — The guide wraps up the tour and everyone heads their separate ways
- **Prompt for review** — One hour after the tour finishes, an email and in-app notification prompt the tour participant for a review
- **Writing & submitting review** — The tour participant writes a review and gives the tour a star-rating out of 5.
- **Receive monthly skin reports and insights**
- **Track skin progress over time via charts**
- **Get notified of new recommended products**
- **Revisit app to adjust products based on results**

nteractions

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?

- People: Skincare influencers, beauty vloggers
- Places: Instagram, YouTube, beauty blogs
- Things: Product reels, transformation posts, PR packages
- People: Onboarding chatbot, support email team
- Places: Cosmetics Insights web portal and app
- Things: Upload tools, consent form, email verification
- People: AI skin coach, suggestion bot
- Places: Dashboard, routine builder page
- People: AI skin coach, suggestion bot
- - Things: Interactive charts, product carousels, tip popups
- People: Skin expert (optional share), user's network
- - Places: Share via WhatsApp, email, Google Drive
- - Things: PDF skin profile, export buttons, saved folders
- Things: Progress tracker, reminders, update alerts
- Places: Notification center, email inbox
- Things: Progress tracker, reminders, update alerts

Goals & motivations

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

- Help me get the skin transformation
- Help me through the steps to do skin care
- Help me avoid getting burns on my skin while practicing
- Help me to understand the procedure
- Help me commit to Do skin care
- Help me get through The process of skin care
- Help me feel confident Of my looks
- Help me feel confident that my purchase is worthy
- Help me make sure that I don't regret of buying this product
- Help me feel confident about where to start
- Help me feel good about my decision to Use this product on my skin
- Help me to feel good and not awkwardness
- Help me see what I've done before
- Help me see what I could be doing next

Positive moments

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

- It's fun to do skin care and apply make up
- My skin is feeling good
- My Skin is looking better than before
- I've heard from several people that these products made their feel So Special
- 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 generally feel better and confident after using these products
- People don't look back after using them

Negative moments

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

- The Cosmetics are might be Expensive
- Several people Cannot afford these products
- People express a bit of fear of getting their skin damage after using these products
- Trepidation about the purchase (I hope this will be worth it!')
- People expressed awkwardness to reveal that they are using these product to lookgood
- People are unclear whether using these is necessary or not
- People feel that what if stopped using them when I'm broke