

FAIRPLANE

Guided city tours



Steps

What does the person (or group) typically experience?



Interactions

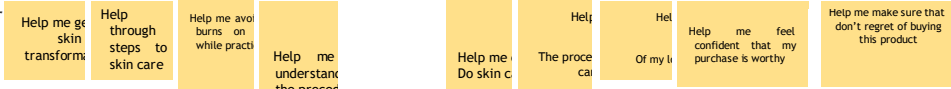
What interactions do they have at each step along the way?

People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use?



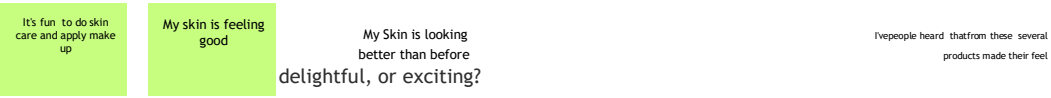
Goals & motivations

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



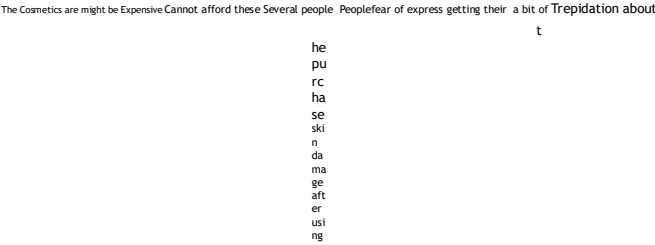
Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating,



Negative moments

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



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

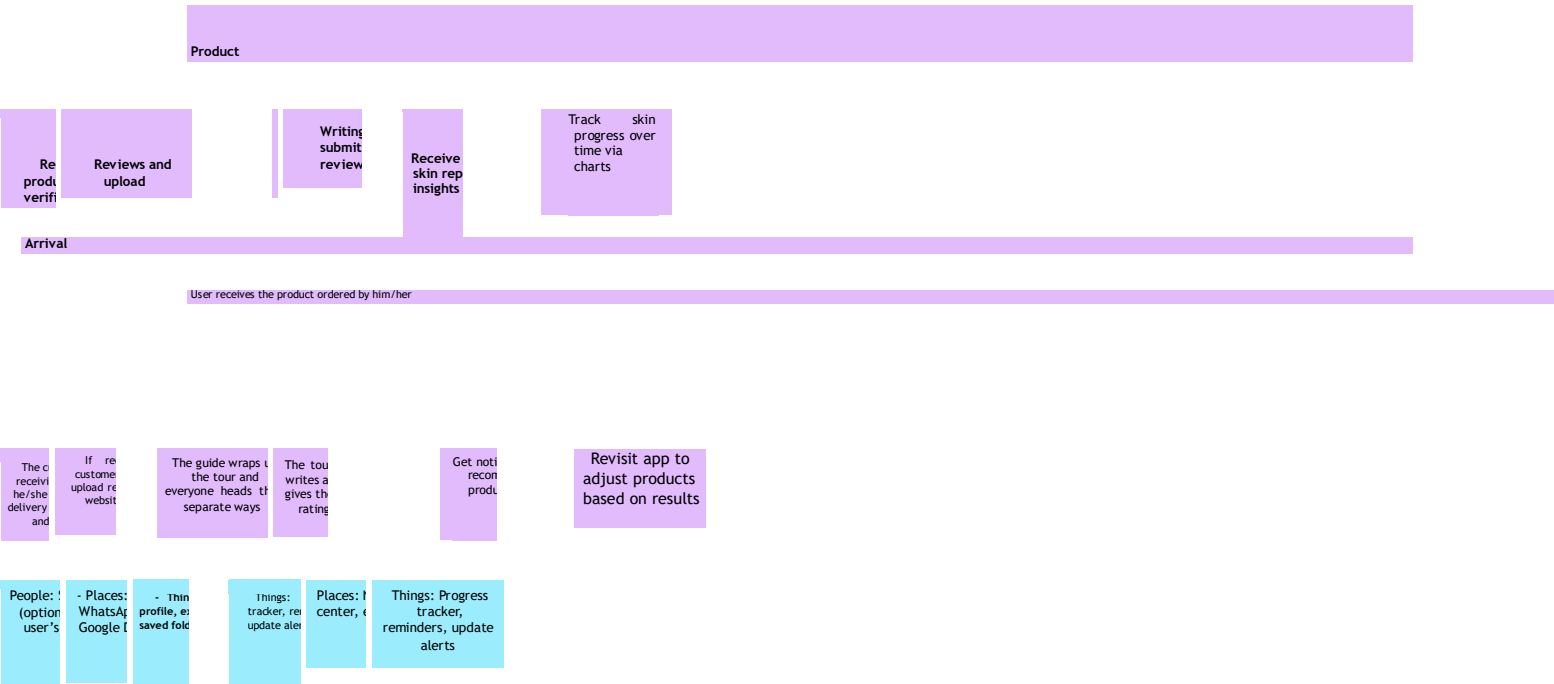


Engage

In the core moments What do people experience as the process finishes?

Exit

Extend



People: AI skin coach, People: AI skin suggestion bot coach, suggestion bot

Things: Interactive

Places: Dashboard, charts, product routine builder page

carousel, tip popups

Help me feel confident Help me feel good Help me to feel about where to start about my decision to good and not

Use this product on awkwardness my skin

Help me s  
I've done

Help me see what I  
could be doing  
next

Our guides tend to be so People love the tour People generally People don't look good that people are feel better and back after using reassured when they itself, we have a 98% confident after them meet their guide satisfaction rating using these products

People expressed  
awkwardness to

People are unclear  
whether using these is  
necessary or not

reveal that they are

using these product

to lookgood

People feel that what if  
stopped using them when I'm  
broke