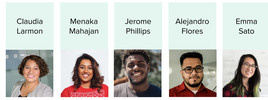
FAIRPLANE

Guided city tours

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



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?

Entice				Enter					Engage			Exit			Extend			
Booking other travel	**Visit website or app**	**Choose a city, dates, and number of people**	**Browse available tours**	**View detail on a single tour**	**Start purchase of a tour**	**Complete payment information**	**Confirm payment & book tour**	**Email confirmation**	**Email reminder**	**Arrive at tour location**	**Meet the guide & group**	**Experience the tour**	**Leave the guide & group**	**Prompt for review**	**Writing & submitting review**	**Tour appears in the user profile**	**Personalized recommendations**	**Personalized tour offers**	**Personalized tour suggestions after new travel booking**
Most customers discover city tours as they are booking other Fairplane travel	A customer navigates to the city tours section of our website or app	The customer types a city, dates, and the number of people who will attend the tour to see what tours are 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 see information about what and where the tour will cover, plus its price, time of day, and tour guide.	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 of what they are about to purchase, then they confirm and the tour is booked!	An email immediately sends to confirm their 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 emphasizes where and when to meet, and what to bring (if applicable).	Using their own means of transportation, the customer makes their way to the tour location at the scheduled time.	Tour participants meet the guide and other people who have joined the same tour	The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.	The guide wraps up the tour and everyone heads their separate ways	One hour after the tour finishes, an email and in-app notification prompt the tour participant for a review	The tour participant writes a review and gives the tour a star-rating out of 5.	The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went	Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization	The customer receives an email 14 days 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 guide makes first appearance at this point, although the customer doesn't interact with them yet.	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)	Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square) The customer looks for the group or guide, often from a distance as they walk closer	Direct interactions with the guide, and potentially other group members	Direct interactions with the guide, and potentially other group members Some tours include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour) Most common objects people interact with on tours are bikes, Segways, food, and beverages.	Direct interactions with the guide, and potentially other group members Often takes place at the same place where the group met the guide, but not always Depending on the tour participant and guide, tipping/cash may be involved	Customer's email (software like Outlook or website like Gmail)	"Leave a review" modal window within the profile on the website, iOS app, or Android app To some degree, this is communicating indirectly with the tour guide, who will see their review	Completed experiences section of the profile on the website, iOS app, or Android app If other users interact with this person, they will see these completed tours also	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

Goals & motivations

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

Help me get this flight or hotel booked	Help me have more fun or learn new things on my trip	Help me avoid seeing tours for the wrong dates, locations, or numbers of people	Help me see what they have to offer	Help me understand what this tour is all about	Help me commit to going on this tour	Help me get through this payment part without too much hassle	Help me feel confident that my purchase is finalized and tell me what to do next	Help me feel confident that my purchase is finalized and tell me what to do next	Help me make sure I don't forget about my tour so that I don't waste money or get disappointed	Help me feel confident about where to go and which one of these people is my guide	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 the tour with 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 I could be doing next		Help me see ways to enhance my new trip

Positive moments

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

			It's fun to look at options and imagine doing each tour, like shopping for experiences	Tour photos, videos, and explanations are exciting to see It's reassuring to red reviews written by past travelers	Excitement about the purchase ("Here we go!")	Current payment flow is very bare-bones and simple			We've heard from several people that the reminder emails were essential, especially if they booked way 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 generally leave tours feeling refreshed and inspired			People like looking back on their past trips			We think people like these recommendations because they have an extremely high engagement rate

Negative moments

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

		People sometimes forget to put in their dates or number of people, which leads them to discover tours 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 People feel peer pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't	Customers report feeling review fatigue We have very low review rates (15% of people review experiences and tours)	People describe leaving a review as an arduous process				

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? How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app) How might we totally eliminate this awkward moment?	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 help people celebrate and remember things they've done in the past? How might we extend the personal connection to the guide long after the tour is over?			