**F A I R P L A N E**

Guided city tours

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**SCENARIO**

**Browsing, booking, attending, and rating a local city tour**

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

**Steps**

**Leave the guide & group**

**Arrive at location**

**location**

**Personalized tour suggestions after new travel booking**

**Personalized tour offers**

**Personalized recommendations**

**Tour appears in the user profile**

**Writing & submitting review**

**Prompt for review**

**Meet the affected group or area**

**Complete information about the fire**

**IoT-based technology**

**Gives Alertness**

What does the person (or group) typically experience?

Officials and safety officers meet at affected area

UAV sensors it captures information and officials get alerted

Finding the affecting part of the forest

They check how bad the fire will affect

It define temperature rise

Using their own means of transportation, the official makes their way to the affected part as soon as possible.

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.

Sending signals

## Interactions

Post-purchase screens website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Recommendations span across website, iOS app, or Android app

Completed experiences section of the profile on the website, iOS app, or Android app

Direction and interior information about the forest

Direct interactions with the guide, and potentially other group members

Direct interactions with the Officials

Detecting through Sensors

Captures the pictures of affecting place or group

Navigation app

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

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

The customer looks for the group or guide, often from a distance as they walk closer

**People:** Who do they see or talk to?

**Places:** Where are they?

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

Rescuing or protecting the place depends on the information

Most common objects people interact with on tours are bikes, Segways, food, and beverages.

## Goals & motivations

Help me see ways to enhance my new trip

Help me see what I could be doing next

Help me see what I've done before

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

Help me leave the tour with good feelings and no awkwardness

Help me make the most of my trip to this new place

Help me feel good about my decision to go on this tour and to feel welcome

Help me feel confident about where to go and which one of these people is my guide

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 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 get through this payment part without too much hassle

Help me commit to going on this tour

Help me understand what this process is all about

Help me avoid for the wrong dates, locations, or numbers of people

Help me to control forest fire

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?

It's fun to look at options and imagine doing each tour, like shopping for experiences

### It's reassuring to red reviews written by past travelers

We think people like these recommendations because they have an extremely high engagement rate

People like looking back on their past trips

Excitement about the purchase

### ("Here we go!")

Tour photos, videos, and explanations are exciting to see

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

## 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)

#### 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?

### How might we totally eliminate this awkward moment?