Guided city tours

















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



How does someone initially become aware of this process?



Enter

Start purchase of a tour

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



What do people typically experience as the process finishes?



What happens after the



Steps

What does the person (or group) typically experience?



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?



ne website, iOS app, or Android app

iOS app,

Email reminder

start in a specific public space (e.g. the steps of a statue in a town square)



Extend

experience is over?



Interactions

Experience the tour



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?

People love the tour itself, we have a 98%



Negative moments

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

Sometimes people are matched up with tour participants that they don't really like



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

People describe leaving a review as an arduous process