











	<div>  </div> <div> Entice How does someone initially become aware of this process? </div>	<div>  </div> <div> Enter What do people experience as they begin the process? </div>	<div>  </div> <div> Engage In the core moments in the process, what happens? </div>	<div>  </div> <div> Exit What do people typically experience as the process finishes? </div>	<div>  </div> <div> Extend What happens after the experience is over? </div>
<div>  </div> <div> Steps What does the person (or group) typically experience? </div>	<div>Browse available tours</div> <div>The customer sees available tours for their dates, city, and number of people</div> <div>Enter into the website</div> <div>If you are a existing user, then do login</div>	<div>Complete payment information</div> <div>Start purchase of a tour</div>	<div>Arrive at tour location</div> <div>Meet the guide and group</div> <div>Analyse the user input and predict the value</div>	<div>Prompt for review</div> <div>Leave the guide and group</div> <div>Writing and substituting the review</div>	<div>Personalized tour offers</div> <div>Tour appears in the user profile</div>
<div>  </div> <div> Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none"> ■ People: Who do they see or talk to? ■ Places: Where are they? ■ Things: What digital touchpoints or physical objects would they use? </div>	<div>The tour guide makes first appearance at this point, although the customer doesn't interact with them</div> <div>Customer needs</div> <div>Accurate price prediction</div> <div>Search and explore the second-hand car rate</div>	<div>Customers email (Outlook or website)</div> <div>Payment overlay within the website</div>	<div>Some tour includes interactions with the shopkeepers</div> <div>Direct interactions with the guide, and other group members</div> <div>Most common objects people interacts on tour are food, beverages</div>	<div>Depending on two participants</div> <div>To some degree, this is communicating indirectly with the tour guide</div> <div>[Interaction with a person]</div>	<div>Post-purchase screen website</div> <div>Recommendations span across websites</div>
<div>  </div> <div> Goals & motivations At each step, what is a person's primary goal or motivation? </div>	<div>Help me to understand what this tour is all about</div> <div>Help me to avoid seeing tours for wrong dates</div> <div>Help me to have more fun and learn new things</div> <div>Help me to get this flight or hotel booked</div>	<div>Help me feel confident that my purchase is finalized and tell me what to do next</div> <div>Help me commit to going on this tour</div>	<div>Help me make the most of my trip to this new place</div> <div>Help me to leave the tour with good feeling</div> <div>Help me feel confident where to go and which one of these people is my guide</div>	<div>Help me see what I could be doing next</div> <div>Help me see what I have done before</div> <div>Help me see ways to enhance my new trip</div>	<div>Help me spread the word about a great tour</div> <div>Can provide suggestions by comparing similar price of cars</div>
<div>  </div> <div> Positive Moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? </div>	<div>Excitement about the purchase</div> <div>Current payment is simple and bare</div> <div>It's fun to look at options and image doing each tour</div> <div>Tour videos, photos are exciting to see</div>	<div>Current payment flow is very bare-bone and simple</div> <div>Excitement about the purchase</div>	<div>Helps to choose the car with budget and needs</div> <div>Helps to check the used car rate</div> <div>Plenty of choice to buy a car</div>	<div>People generally leave tour feeling</div> <div>Gifts for referrals</div> <div>People like looking back on their past</div>	<div>People recommend because they have an extremely high engagement rate</div> <div>Periodical follow up</div>
<div>  </div> <div> Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? </div>	<div>Several people express information overload as they browse</div> <div>Trepidation about the purchase</div> <div>Network issues</div> <div>People express a bit of fear of commitment</div>	<div>Fear about the prediction</div> <div>Will the search result the worth of money</div>	<div>Worried if the predicted value is not as expected</div> <div>People describe leaving a review as an arduous process</div> <div>People expressed awkwardness about finding their guide in public place</div>	<div>User friendliness</div> <div>Accurate prediction</div> <div>Save time</div>	<div>Trust the result</div> <div>User is happy</div>
<div> Areas of Opportunity How much we make each step better? What ideas do we have? what have others suggested? </div>	<div>Can provide more choices for the user</div> <div>Used car with accurate</div> <div>Provide simpler summary to avoid information overload</div> <div>Plenty of choice</div>	<div>No approximation results</div> <div>Websites can be enhanced for visually challenged people</div>	<div>Targeted testing support</div> <div>How might we take our guide easily identifiable</div> <div>Establish reputation</div>	<div>Professional website</div> <div>How might we totally eliminate this awkward movement</div> <div>How might we extent the personal connection to the guide</div>	<div>Good sales skills</div> <div>Reduce paper work</div>