Guided city tours















Browsing, booking, and rating a local city



How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?



Arrive at exact journey start location

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

Engage

In the core moments in the process, what happens?



Leave the guide & group

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?



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?



with the guide, and potentially other group members with the guide, and potentially other group members

Experience the journey

Direct interactions with the guide, and potentially other group members



Goals & motivations

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

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



Positive moments

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

journey photos, videos, and

It's reassuring to red reviews written by past travelers

People love the journey itself, we have a 98%

People like looking back on their past journey



Negative moments

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

People express a bit of fear of commitment at this

the purchase ("I hope this will be worth it!")



Areas of opportunity

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