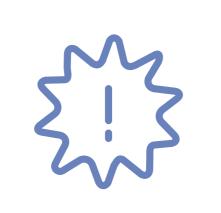
SCENARIO

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

CUSTOMER JOURNEY MAP



Entice

Browse website

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?



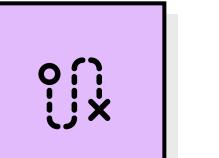
Exit

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?

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?

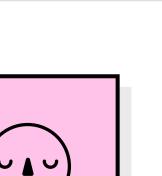


Goals & motivations

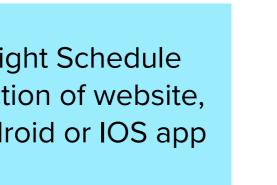
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



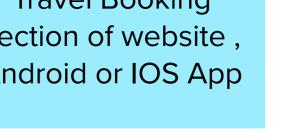
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



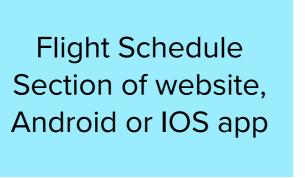
find frustrating, confusing, angering, costly, or time-consuming?



Travel Booking section of website , Android or IOS App



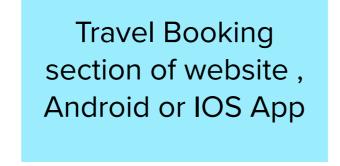
look for the fight schedules



The customer will face

delay in their

forthcoming fight due to certain reasons

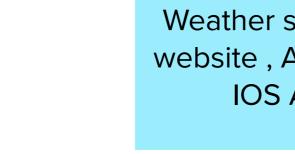


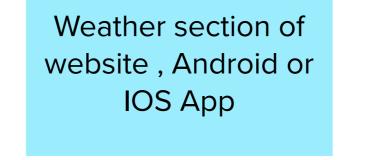


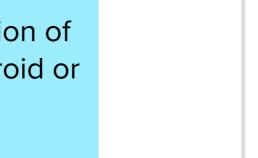
time issue

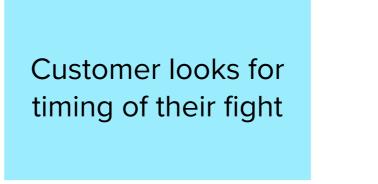
The upcoming schedule of the

customer will be delayed



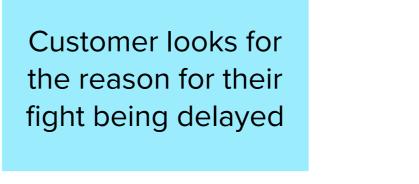






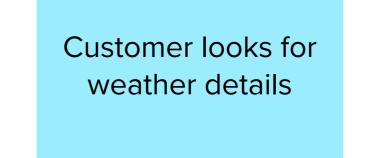
enquiry

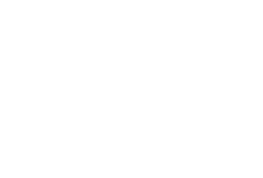
The customer will enquire about the timing of their fight



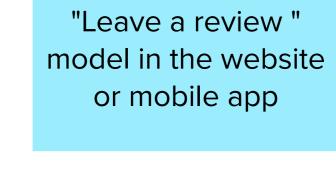
Alternatives

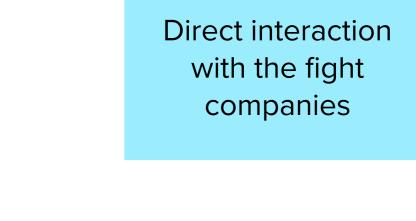
The customer will look for other alternatives for their fight delay











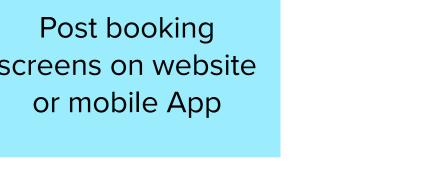
Alter the Shedule

The customer will alter their schedule

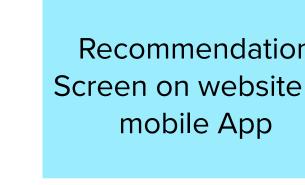
the fight is delayed

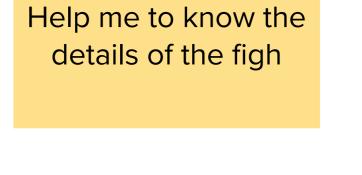


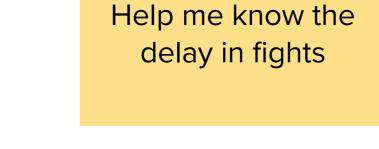
Airline

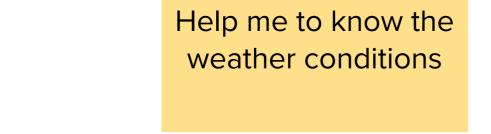


The customer will recommend others based on their experience



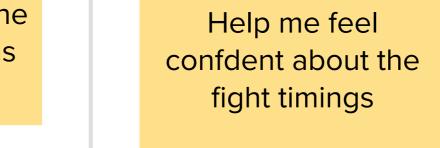




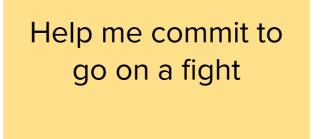


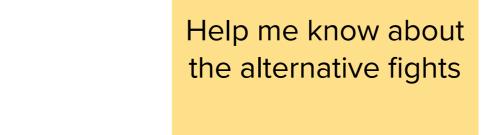
Weather Conditions

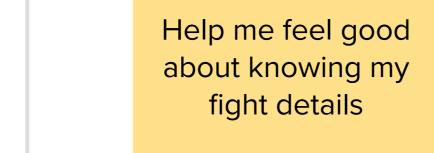
The customers will look at the weather conditions for there fight

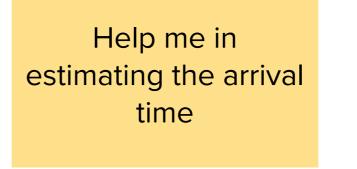


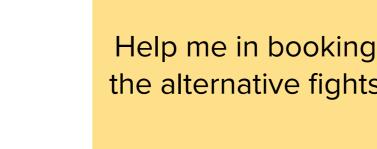


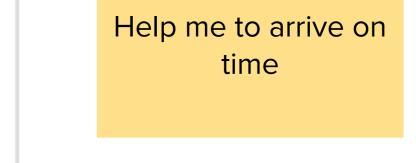


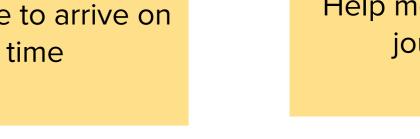






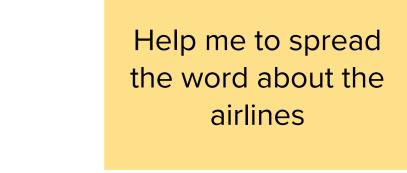




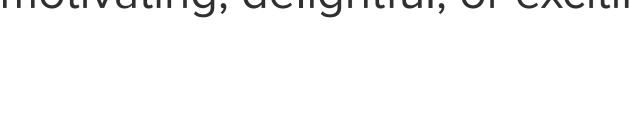


The customer will get the exact details of the fight

Help me with safe



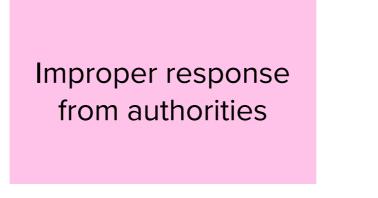














Airline companies







