Stage	Awarness	Consideration	Website Search	Order and Waiting	Receiving	Consuming	Loyalty
Customer Actions	Plans to Order Out	User looks through the food choice	Browses the entire menu and place the Order	Search for the website that promise delivery under 30mins	Goes to collect the order food	Unpack the items and enjoy the food	Order again and share the Experience
Thoughts	Recommendation from friends, post on social media,ads in app Store	The App	Food will be Delivered at home	Does not want to wait for more than Expected time	Hope food has excellent Quantity	Love the amount and taste	User Finds the App
Customer Experience	Interested , Hesitant	Curious , Excited	Interested in exploring Wide food items	Anticipatory Rush	Excited and Angry	Frustrated	Satisfied , Excited
Business Goal	Increase Awareness Interest	To order a delicious take away as soon as Possible	Increase Website Visitors	For the food to arrive Fast and hot	Excited and Angry	To Resolve the issue Quickly, Satisfied and Enrich	Generate Positive Reviews and order another take away
Oppurtunities	Make use of E-Mail and Social Media Marketing	According to taste and Preference , Show them the best	Prioritize Menu Display on Website	Add a order option on Website	Use Clean and Recyclable Packaging	Encourage them to leave a review on Mobile App	Make Use of Proper Packaging and Branding to make them aware

FAIRPLANE

Guided city tours

Claudia Larmon | Menaka Mahajan | Jerome Phillips | Alejandro Flores | Emma Sato

SCENARIO

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

Phases

Entice — 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…"

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

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

Entice

Steps

Booking other new travel	Visit website or app	Choose a city, dates, and number of people	Browse available tours	View detail on a single tour
Most customers discover city tours as they are booking other Fairplane travel	A customer navigates to the city tours section of our website or app	The customer types a city, dates, and the number of people who will attend the tour to view more.	The customer sees available tours for their dates, city, and number of people available	After seeing a tour that interests them, the customer clicks or taps to view more. They see information about what and where the tour will cover, plus its price, time of day, and tour guide.

Interactions

Travel booking section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app
				The tour guide makes first appearance at this point, although the customer doesn't interact with them yet.

Goals & motivations

Help me get this flight or hotel booked	Help me have more fun or learn new things on my trip	Help me avoid seeing tours for the wrong dates, locations, or numbers of people	Help me see what they have to offer	Help me understand what this tour is all about

Positive moments
- (Browse available tours) It's fun to look at options and imagine doing each tour, like shopping for experiences
- (View detail on a single tour) Tour photos, videos, and explanations are exciting to see
- (View detail on a single tour) It's reassuring to red reviews written by past travelers

Negative moments
- (Choose a city, dates, and number of people) People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend
- (Browse available tours) Several people expressed 'information overload' as they browse
- (View detail on a single tour) People express a bit of fear of commitment at this step

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Enter

Steps

Start purchase of a tour	Complete payment information	Confirm payment & book tour	Email confirmation	Email reminder
After deciding to go on this tour, they click the Purchase button	They fill out their contact and credit card information, then continue	They see a summary of what they are about to purchase, then they confirm and the tour is booked!	An email immediately sends to confirm their tour and provide details about where and when to meet their guide	One day before the tour begins, a reminder email is sent to all tour participants. The email emphasizes where and when to meet, and what to bring (if applicable).

Interactions

City tours section of the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Customer's email (software like Outlook or website like Gmail)

Goals & motivations

Help me commit to going on this tour	Help me get through this payment part without too much hassle	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 make sure I don't forget about my tour so that I don't waste money or get disappointed

Positive moments
- (Start purchase of a tour) Excitement about the purchase ("Here we go!")
- (Complete payment information) Current payment flow is very bare-bones and simple

Negative moments
- (Start purchase of a tour) Trepidation about the purchase ("I hope this will be worth it!")

Engage

Steps

Arrive at tour location	Meet the guide & group	Experience the tour
Using their own means of transportation, the customer makes their way to the tour location at the scheduled time.	Tour participants meet the guide and other people who have joined the same tour	The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.

Interactions

Arrive at tour location	Meet the guide & group	Experience the tour
Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square)	Direct interactions with the guide, and potentially other group members	Direct interactions with the guide, and potentially other group members
The customer looks for the group or guide, often from a distance as they walk closer		Some tours include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour)
		Most common objects people interact with on tours are bikes, Segways, food, and beverages.

Goals & motivations

Help me feel confident about where to go and which one of these people is my guide	Help me feel good about my decision to go on this tour and to feel welcome	Help me make the most of my trip to this new place

Positive moments
- (Arrive at tour location) We've heard from several people that the reminder emails were essential, especially if they booked way in advance
- (Meet the guide & group) Our guides tend to be so good that people are reassured when they meet their guide
- (Experience the tour) People love the tour itself, we have a 98% satisfaction rating

Negative moments
- (Meet the guide & group) People expressed awkwardness about finding their guide in a public place
- (Meet the guide & group) Sometimes people are matched up with tour participants that they don't really like

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Exit

Steps

Leave the guide & group	Prompt for review	Writing & submitting review
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.

Interactions

Leave the guide & group	Prompt for review	Writing & submitting review
Direct interactions with the guide, and potentially other group members	Customer's email (software like Outlook or website like Gmail)	"Leave a review" modal window within the profile on the website, iOS app, or Android app
Often takes place at the same place where the group met the guide, but not always		To some degree, this is communicating indirectly with the tour guide, who will see their review
Depending on the tour participant and guide, tipping/cash may be involved		

Goals & motivations

Help me leave the tour with good feelings and no awkwardness	Help me spread the word about a great tour or provide watch-outs and feedback for one that was not so good	

Positive moments
- (Leave the guide & group) People generally leave tours feeling refreshed and inspired

Negative moments
- (Leave the guide & group) People are unclear whether a tip is necessary, especially for non-Americans on an American tour
- (Leave the guide & group) 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
- (Prompt for review) Customers report feeling review fatigue
- (Writing & submitting review) People describe leaving a review as an arduous process
- (Writing & submitting review) We have very low review rates (15% of people review experiences and tours)

Extend

Steps

Tour appears in the user profile	Personalized recommendations	Personalized tour offers	Personalized tour suggestions after new travel booking
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.

Interactions

Completed experiences section of the profile on the website, iOS app, or Android app	Recommendations span across website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Post-purchase screens website, iOS app, or Android app
If other users interact with this person, they will see these completed tours also			

Goals & motivations

Help me see what I've done before	Help me see what I could be doing next		Help me see ways to enhance my new trip

Positive moments
- (Tour appears in the user profile) People like looking back on their past trips
- (Personalized tour suggestions after new travel booking) We think people like these recommendations because they have an extremely high engagement rate