Guided city tours













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



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?



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?

application is legitimate and

Decide on where to save

Wait for

further

updates



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?



in case of buying products on bulk

Recommendations span across website, iOS app, or Android app

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



Goals & motivations

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

Help me to achieve the FIRE goal



Positive moments

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

The visualization will impacts the

People get satisfaction at the end of the process



Negative moments

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



Areas of opportunity

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





