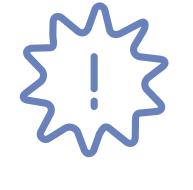
CUSTOMER JOURNEY

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



How does someone initially become aware of this process?



What do people experience as they begin the process?



In the core moments in the process, what



What do people typically experience as the process finishes?

One hour after the tour finishes, an email and inapp notification prompt the tour participant for a review



What happens after the experience is over?

experience via better personalization



typically experience?

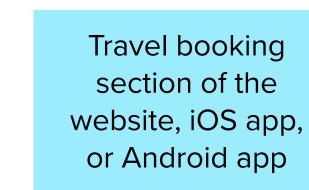


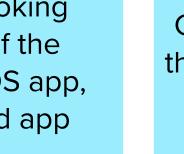


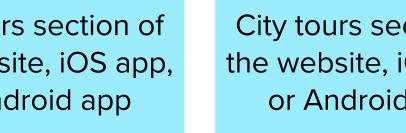
Interactions

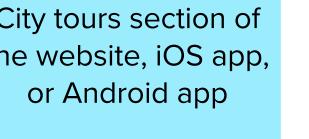
What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



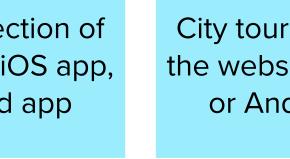






The customer types a city, dates, and the number of people who will attend the

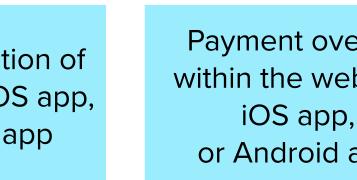


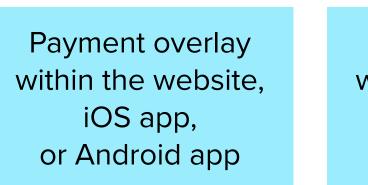


After seeing a tour that interests them, the customer clicks or taps to view more. They see information about what and where the tour will cover, plus its price, time of day, and tour guide.

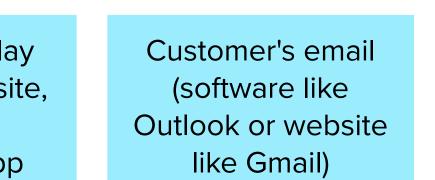
The tour guide makes first appearance at this

point, although the customer doesn't interact with them yet.

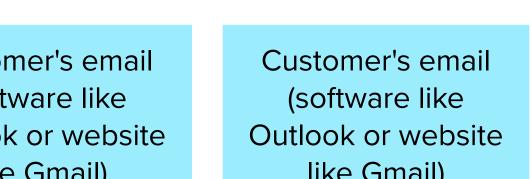




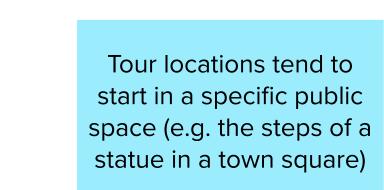
They fill out their contact and credit card information, then continue



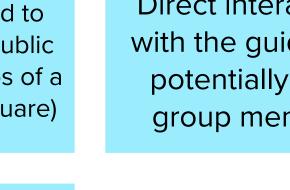
An email immediately sends to confirm their tour and provide details about where and when to meet



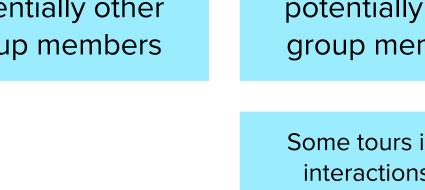
a reminder email is sent to all tour participants. The email mphasizes where and when to meet, and what to bring (if



Using their own means of transportation, the customer makes their way to the tour location at the scheduled time.

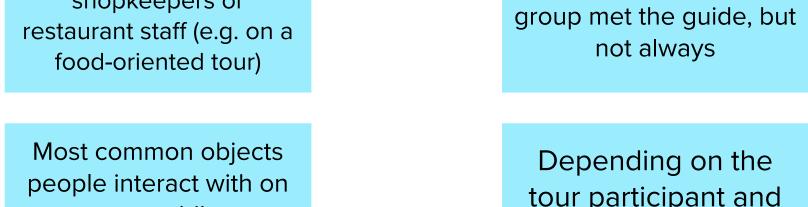


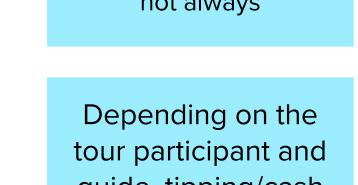
Tour participants meet the guide and other people who have joined the same tour



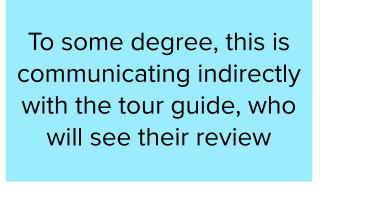


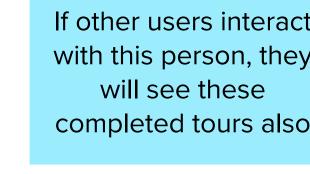
The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.





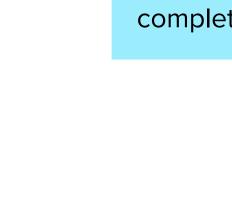
Often takes place at the same place where the





The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went

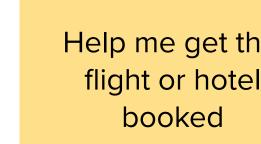
Completed experiences section of the profile on the website, iOS app,



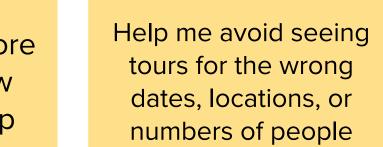


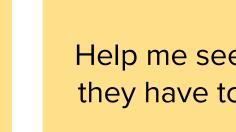
Goals & motivations

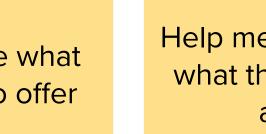
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

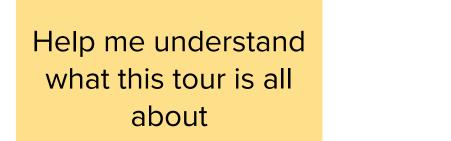


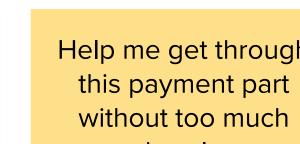
Help me have more fun or learn new things on my trip



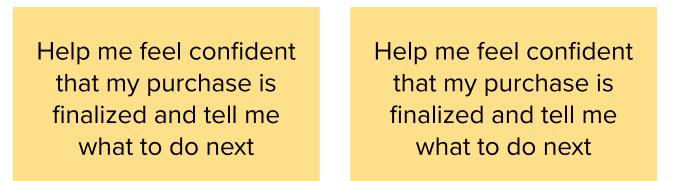


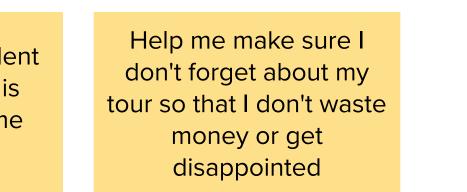


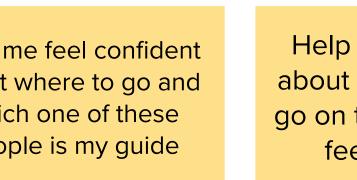


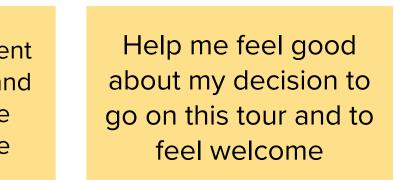


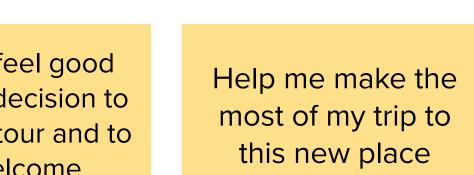


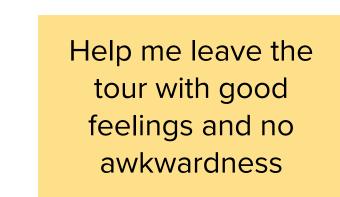
















Help me see ways to enhance my new trip

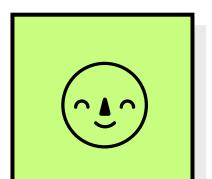
tour suggestions

after new travel

booking

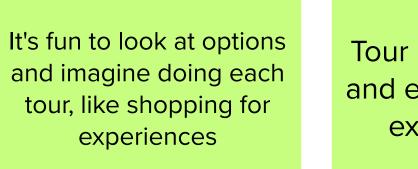
books new travel with us, we show them personalized tour recommendations in their

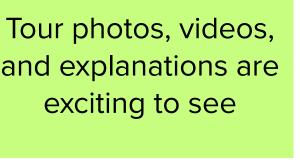
Post-purchase screens website, iOS app, or Android app

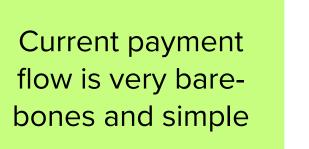


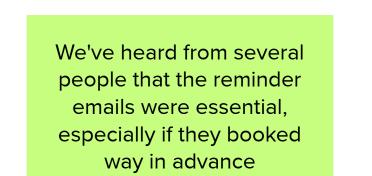
Positive moments

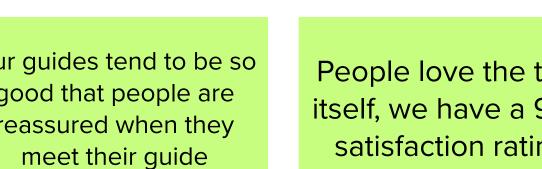
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

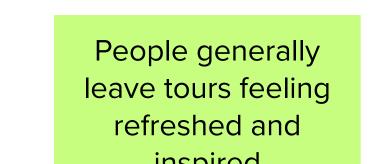


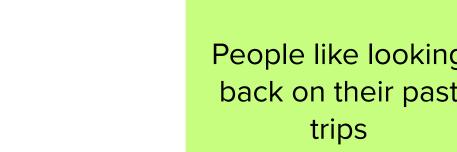




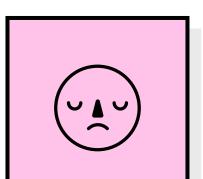






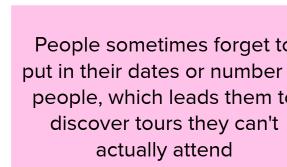


We think people like these recommendations because they have an extremely high



Negative moments

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



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

People are unclear
whether a tip is
necessary, especially for
non-Americans on an
American tour



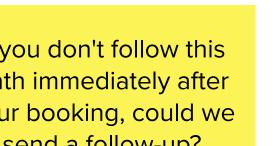
People feel peer pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't

We have very low review rates (15% of people review experiences and tours)



Areas of opportunity

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



cookie)

