**F A I R P L A N E**

Guided city tours

**Based on ten customer interviews and observations from the Fairplane Guided City Tours team**

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# Entice

**SCENARIO**

**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?

# Exit

What do people typically experience

as the process finishes?

# Extend

What happens after the experience is over?

**User search for information about nutrition**

**Steps**

**The customer will be completely satisfied**

**Good knowledge about nutrition**

**Extraction of macros of the food**

**Examining the nutrition about the food**

**Client will learn the knowledge about fitness**

**Client Start to know about the macros of their food**

**Healthy physically and mentally**

What does the person (or group) typically experience?

**The food is examined for nutrition**

Search to know about the macros of food

Users who need to become physically healthy

## Interactions

The output can be seen any number of times as the used needs.

Output screen which shows the macros of food

Search directly from the phone or computers

Webpage pop-up messages

Search option for searching macros of food

Search the food to know about nutrition

Website section for knowing the information

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

How to share the user experience with other to use this website

Please give me the valid information

Please enter the correct data

Help me see what I've done before

Help me feel nice and satisfied once I exit the website

Help with the procedure in any way?

Please direct me to homepage

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?

Feel good

### Gained good knowledge about fitness

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

People like looking back on their past.

Excitement about the purchase

Found interest in fitness

Current payment flow is very bare- bones and simple

We've heard from several people that the reminder emails were essential

Our guides tend to be so good

### we have a 98% satisfaction rating

feeling refreshed and inspired

## Negative moments

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

Takes a lot of time to achieve

Slightly expensive

### People express a bit of fear of commitment at this step

Trepidation about the purchase

### ("I hope this will be worth it!")

#### People expressed it is slightly difficult but worth it

Sometimes people cannot enjoy the food they eat

It is a time consuming process

People feel peer pressure to eat the food they like

### Customers report feeling review fatigue

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

People describe leaving a review as an arduous process

## Areas of opportunity

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

If you don't follow this path immediately after your invlovement, could we send a follow-up?

Could we automatically carry over the calorie tracking

Make it easier to compare the nutrious value of food

### Provide a simpler summary to avoid information overload

Simple and efficient

How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?

#### How might we make it clear

How might we equip people to continue

#### Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

How might we help people celebrate and remember things they've done in the past?

How might we extend the personal connection with their fitness



### How might we totally eliminate the unwanted messages