

Guided city tours

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

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SCENARIO

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

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?

Engage with Web App	Visit website	Choose a category for loan type	Browse available options	View detail on a single tour
Customer will be given choices for their loan types	Customer will be accessing through app or website	Every customer will be separated by their categories.	Easy to access all type of options.	They able to use the feature conveniently with a single tap. Tour refers as usage of the app or website.

Start the verification	Complete payment information	Confirm payment & avail of Loan	Payment 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 loan is approved	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).

Requirements	Verification	Approval
Customer will be submitting required documents for approval	Documents will be verified	There will be waiting time for the approval

Confirmation of leaving	Rating
Yes or No	They will be rating the user experience

Offers	Advertisements
Offers for related to their credit score	Ads related to their usage

Interactions

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

It will be in the form of Web Application	Explains the website as a tutorial	Will be experiencing demo
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Login Process	Payment info will be given	Payment through any method
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Documentary for their loan	Checking the documents for their eligibility criteria	Approval of their loan process after the final verification
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Conforming that current process is unfinished	Checking their security management	Leave with the review.
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Completed experiences section of the profile on the website	Recommendations span across website	Customer's email (software like Outlook or website like Gmail)
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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...")

Help me get this loan	Help me have more to learn about the process	Help me avoid seeing wrong informations	Help me see what they have to offer	Help me understand the process clearly
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Help me commit to confirm the loan	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
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Help me feel confident about where to apply loan	Help me to do the process in easy way	Help me make the process secure and safe
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Help me leave the experience with good and not in danger
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Help me see what I've done before	Help me see what I could be doing next
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Help me see ways to enhance user experience

Positive moments

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

It's ok to look other available options	Explanation video will be there
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It's reassuring to read reviews written by past travelers

Experience about the process ("Here we are finally!")

Current payment flow is very bare-bones and simple

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

It's easy to understand the loan process correctly

People love the tour itself, we have a 98% satisfaction rating

People generally leave with good feeling of their decision

People like looking back on their past trips

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

Negative moments

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

People sometimes enter wrong informations

Several people expressed "information overload" as they browse

People express a bit of fear of commitment at this step

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

People expressed awkwardness about finding their need

Sometimes people are matched up with wrong informations

People are unclear with the document process

Customers report feeling review Worst

People describe leaving a review as an Useless process

People feel peer pressure to submit the originals

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

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

Will this option is available? (e.g. via a cookie)

Make it easier to compare and shop for experiences without having to click on them

Provide a simpler summary to avoid information overload

Show highlights or common phrases from reviews, or Uber style "great guide" badges?

How might we make our decisions correctly?

Is it Worth it?

How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app)

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 after ?

How might we totally
eliminate this
awkward moment?