Guided city tours



















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



Entice

How does someone initially become aware of this process?



Enter

Start purchase of a tour

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



Leave the guide & group

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?



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 tour guide makes first appearance at this point, although the customer doesn't interact with them yet.

View detail on a single tour

The customer looks for the group or guide, ofte from a distance as they walk closer

with the guide, and potentially other group members

with the guide, and potentially other group members

Experience the tour

with the guide, and potentially other group members

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...")

Writing & submitting review



Positive moments

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

People love the tour itself, we have a 98%

People generally leave tours feeling refreshed and inspired

People like looking back on their past trips



Negative moments

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

It's reassuring to red reviews written by past travelers

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



Areas of opportunity

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