

# Guided city tour

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?

Import the necessary libraries	Load the dataset	Fit the model to preprocess the data	Create the CNN model	Numpy, keras, pillow, pandas
Customers satisfaction is very much necessary to create any projects	Customer draw the digits on canvas	Customer left side view the draw buttons and right side customer view the predict button to predict the digits.	So, the digits that are identified in the range of (0-9)	All the digits are the gray scale image digits.

Pixels of those images (28*28)	CNN model that requires one more dimension	So, the dimension of the digits will be(28*28*1)	MNIST dataset	Modified National Institute of
Mnist dataset that consists of 60,000 training images	It is also contains 10,000 testing images	Create the model	Load the model	Evaluate the model

Create GUI to predict the digits.	Meet the guide & group	Experience the tour	Leave the guide & group	Prompt for review	Writing & submitting review
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.	The guide wraps up the tour and everyone heads their separate ways	One hour after the tour finishes, an email and in-app notification prompt the tour participant for a review	The tour participant writes a review and gives the tour a star-rating out of 5.

Tour appears in the user profile	Personalized recommendations	Personalized tour offers	Personalized tour suggestions after new travel booking
The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went.	Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization	The customer receives an email 14 days after their tour with personalized recommendations for other tours	When a past tour participant books new travel with us, we show them personalized tour recommendations in their itinerary.

### 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?

Travel booking section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app
				The tour guide makes first appearance at this point, although the customer doesn't interact with them yet.

City tours section of the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Customer's email (software like Outlook or website like Gmail)

Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square)	Direct interactions with the guide, and potentially other group members	Direct interactions with the guide, and potentially other group members	Direct interactions with the guide, and potentially other group members	Customer's email (software like Outlook or website like Gmail)	"Leave a review" modal window within the profile on the website, iOS app, or Android app
The customer looks for the group or guide, often from a distance as they walk closer		Some tours include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour)		Customer's email (software like Outlook or website like Gmail)	To some degree, this is communicating indirectly with the tour guide, who will see their review
		Most common objects people interact with on tours are bikes, Segways, food, and beverages.	Depending on the tour participant and guide, tipping/cash may be involved		

Completed experiences section of the profile on the website, iOS app, or Android app	Recommendations span across website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Post-purchase screens 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 get this flight or hotel booked	Help me have more fun or learn new things on my trip	Help me avoid seeing tours for the wrong dates, locations, or numbers of people	Help me see what they have to offer	Help me understand what this tour is all about	Help me commit to going on this tour	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	Help me feel confident that my purchase is finalized and tell me what to do next	Help me make sure I don't forget about my tour so that I don't waste money or get disappointed	Help me feel confident about where to go and which one of these people is my guide	Help me feel good about my decision to go on this tour and to feel welcome	Help me make the most of my trip to this new place	Help me leave the tour with good feelings and no awkwardness	Help me spread the word about a great tour or provide watch-outs and feedback for one that was not so good	Help me see what I've done before	Help me see what I could be doing next	Help me see ways to enhance my new trip
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### Positive moments

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

It's fun to look at options and imagine doing each tour, like shopping for experiences

Tour photos, videos, and explanations are exciting to see

It's reassuring to read reviews written by past travelers

Excitement about the purchase ("Here we go!")

Current payment flow is very bare-bones and simple

We've heard from several people that the reminder emails were essential, especially if they booked way in advance

Our guides tend to be so good that people are reassured when they meet their guide

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

People generally leave tours feeling refreshed and inspired

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?

Several people expressed "information overload" as they browse

People express a bit of fear of commitment at this step

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

People expressed awkwardness about finding their guide in a public place

Sometimes people are matched up with tour participants that they don't really like

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

Customers report feeling review fatigue

People describe leaving a review as an arduous process

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)

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?

### 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 booking, could we send a follow-up?

Could we automatically carry over the city from your booking? (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 guides easily identifiable (via a distinctive hat or shirt color, for example)?

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 extend the personal connection to the guide long after the tour is over?

How might we totally  
eliminate this  
awkward moment?