



Entice

How does someone initially become aware of this process?

Seeing other social	Visit website or app	Choose a city, dates, and number of people	Browse available tours	View details on a single tour
Use customer stories or try them as they are seeing other participants travel	A customer navigates to the city search section of our website or app	The customer opens a city information page to view all events and activities in that city	The customer sees available tours for their dates, city and number of people	Choosing a tour that interests them to learn more about it

Travel heading section of the website (US app or Canada app)	City search section of the website (US app or Canada app)	City search section of the website (US app or Canada app)	City search section of the website (US app or Canada app)	City search section of the website (US app or Canada app)
				The tour guide makes the appearance in this path, although the customer doesn't interact with them yet

Help me get this offer on travel website	Help me have more fun or learn more things on my trip	Help me understand what the tour is all about	Help me see what they have to offer	Help me understand what the tour is all about
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It's fun to learn more and explore things with our group of people	Our photos, videos and experiences are exciting to see	It's reassuring to see reviews from other people
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People seemed to enjoy it and it was a nice change of pace from their regular routine	Several people expressed "information overload" on city website	People expressed a bit of fear or apprehension on this trip
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If you don't follow this path completely, what other things can you do to follow it?	Could we somewhat easily add the city to your "favorites" list?	Video is easier to consume and stay for experiences without having to visit on their own	Create a single summary or guide information website	Show highlights in customer stories from reviews or other people that people "love" about
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Enter

What do people experience as they begin the process?

Start purchase of a tour	Complete payment information	Confirm payment & book tour	Recall confirmation	Recall reminder
After clicking on go on the tour they click the Purchase button	They fill out their name and credit card information, then submit it	They see a summary of what they are about to purchase, then they confirm and the tour is booked	An email immediately sends a confirmation that they booked the tour and they can see the details of the tour	They see a reminder email that they booked the tour and they can see the details of the tour

City search section of the website (US app or Canada app)	Payment summary within the website (US app or Canada app)	Payment summary within the website (US app or Canada app)	Customer's email confirmation (US app or Canada app)	Customer's email confirmation (US app or Canada app)

Help me see what's going on this tour	Help me get through this payment process without too much hassle	Help me feel confident that my purchase is finalized and all the information is correct	Help me feel confident that my purchase is finalized and all the information is correct	Help me feel confident that my purchase is finalized and all the information is correct
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Businesses about the purchase ("What are you getting")	Customer payment flow is very clear and simple	How easy it was to understand the process and what to expect
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People expressed a bit of fear or apprehension on this trip	People expressed a bit of fear or apprehension on this trip	People expressed a bit of fear or apprehension on this trip
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Engage

In the core moments in the process, what happens?

Arrive at tour location	Meet the guide & group	Experience the tour
Using their own means of transportation, the customer makes their way to the tour location at the specified time	The 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. They see the tour and the details of the tour

Two leaders speak with a specific guide about the tour and the details of the tour	Direct interactions with the guide, and generally other group members	Direct interactions with the guide, and generally other group members
The customer leads the group in the guide, when they are done they will see the tour	Some users include photos and videos of the tour and the details of the tour	Some users include photos and videos of the tour and the details of the tour

Help me feel confident about what's going on this tour and the details of the tour	Help me feel confident about what's going on this tour and the details of the tour	Help me feel confident about what's going on this tour and the details of the tour
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Our guides and the tour are great and the people are excited about the tour	People love the tour and the details of the tour	People love the tour and the details of the tour
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People expressed a bit of fear or apprehension on this trip	People expressed a bit of fear or apprehension on this trip	People expressed a bit of fear or apprehension on this trip
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How might we make our guides feel more confident about the tour and the details of the tour?	How might we make our guides feel more confident about the tour and the details of the tour?	How might we make our guides feel more confident about the tour and the details of the tour?
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Exit

What do people typically experience as the process finishes?

Leave the guide & group	Share feedback	Writing & submitting review
The guide says up the tour and everyone leaves the experience	One hour after the tour, the customer receives an email with a link to the review page	The tour participants write a review and give the tour a star rating out of 5

Direct interactions with the guide, and generally other group members	Customer's email confirmation (US app or Canada app)	Leave a review/feedback within the website (US app or Canada app)
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Help me feel confident about what's going on this tour and the details of the tour	Help me feel confident about what's going on this tour and the details of the tour	Help me feel confident about what's going on this tour and the details of the tour
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People generally love the tour and the details of the tour	People generally love the tour and the details of the tour	People generally love the tour and the details of the tour
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People expressed a bit of fear or apprehension on this trip	People expressed a bit of fear or apprehension on this trip	People expressed a bit of fear or apprehension on this trip
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Extend

What happens after the experience is over?

Your appears in the user profile	Personalized recommendations	Personalized tour offers
The customer sees the tour and the details of the tour	The customer sees the tour and the details of the tour	The customer sees the tour and the details of the tour

Completed experience section of the website (US app or Canada app)	Recommendations again across website (US app or Canada app)	Customer's email confirmation (US app or Canada app)
Completed experience section of the website (US app or Canada app)	Recommendations again across website (US app or Canada app)	Customer's email confirmation (US app or Canada app)

Help me feel confident about what's going on this tour and the details of the tour	Help me feel confident about what's going on this tour and the details of the tour	Help me feel confident about what's going on this tour and the details of the tour
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People generally love the tour and the details of the tour	People generally love the tour and the details of the tour	People generally love the tour and the details of the tour
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