Guided city tours

















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?





Upload the input in image format

It recognize the handwritten digit

Display the result

They Got the result

They can Store the result.



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?







Postal Area

Store the Result



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



job easier

Recognize Handwritten

Help me to recognize the digit in image

Help me feel confident about make the work easy



Positive moments

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



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

Easy to access

Excited



Negative moments

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



Accuracy level is not Always High

It is easy to use

It predict digits only

It predicts only single Digits

Some people not trust the Result



Areas of opportunity

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



It's a simple step