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

Entice

How does someone initially become aware of this process?

Travel booking section of the website, iOS app,

or Android app



Enter

single tour

to view more. They see

information about what and

price, time of day, and tour guide.

The tour guide makes

first appearance at this

point, although the

customer doesn't

exciting to see

t's reassuring to red

past travelers

People express a bit

of fear of

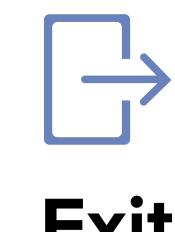
mmitment at this

interact with them yet



Engage

In the core moments in the process, what happens?



Exit

What do people typically experience as the process finishes?

Prompt for

One hour after the tour

fnishes, an email and inapp

the tour participant for a

review

Leave the guide & group

The guide wraps up the tour and everyone heads their separate ways



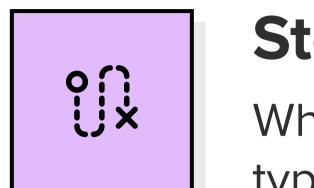
Extend

The completed tour appears on the "past experiences" area of a customer's profle

with a few details on where

the group wen

What happens after the experience is over?



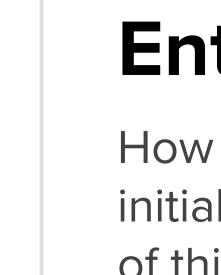
What does the person (or group) typically experience?

Interactions What interactions do they have at

- People: Who do they see or talk to?
- Places: Where are they?

each step along the way?

Things: What digital touchpoints or physical objects would they use?



Choose a city,

of people

dates, and the number of people who will attend the

Help me avoid seeing

Help me see what

and imagine doing each tour, like shopping for

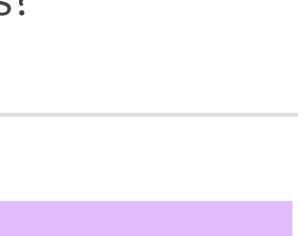
experiences

browse

What do people experience as they begin the process?

the website, iOS app,

or Android app



Email confrmation

An email immediately

sends to confrm their tour and provide details about

where and when to meet

their guide

Email reminder 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).

(software like

tour so that I don't waste

disappointed

We've heard from severa

people that the reminde

emails were essential,

especially if they booked

way in advance

Using their own means of transportation, the customer makes their Tour participants meet the guide and other people who have joined way to the tour location at the same tour

Meet the

The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours

with the guide, and

group members

Some tours include

interactions with

shopkeepers or restaurant staff (e.g. on

food-oriented tour

Most common objects people interact with on

tours are bikes,

Segways, food, and beverages.

Experience

the tour

Direct interactions with the guide, and potentially other group members

Often takes place at the same place where the

group met the guide, bu not always

Depending on the tour participant and guide, tipping/cash may be involved

Help me leave the

refreshed and

inspired

People are unclear whether a tip is

necessary, especially for non-Americans on an American tour

tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't

How might we equip

people to tip after the

tour? (e.g. via Venmo or

equivalent app)

How might we totally

eliminate this

To some degree, this is communicating indirectly with the tour guide, who will see their review

on the website, iOS app

or Android app

Writing & submitting

The tour participant writes a review and

gives the tour a starrating

out of 5

Android app If other users interact with this person, they will see these completed tours also

Completed experiences section of the profile on the website, iOS app, or

which the customer may

experience via better

tour offers

The customer receives an

email 14 days after their tour

with personalized

recommendations for other

When a past tour participant

books new travel with us, we

show them personalized toui

website, iOS app, or

Android app



primary goal or motivation? ("Help me..." or "Help me avoid...")

Goals & motivations

At each step, what is a person's

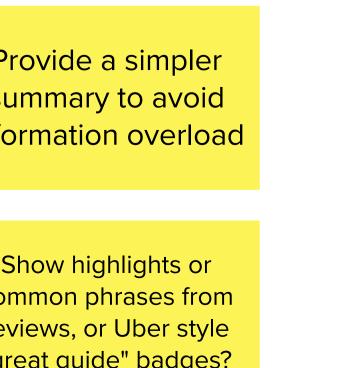
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Negative moments What steps does a typical person find frustrating, confusing, angering,

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

Could we automatically carry over the city from your booking? (e.g. via a cookie)

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



They fll out their contact and credit card information, After deciding to go on this tour, they click the Purchase button then continue

City tours section of within the website,

iOS app,

They see a summary of

what they are about to

purchase, then they

confrm and the tour is

booked!

(software like outlook or website Outlook or website like Gmail)

that my purchase is

statue in a town square) like Gmail) The customer looks for

the group or guide, often from a distance as they walk closer

the scheduled time

start in a specific public space (e.g. the steps of a

about my decision to go on this tour and to

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

Sometimes people are

matched up with tour

participants that they

don't really like

tour with good

not so good

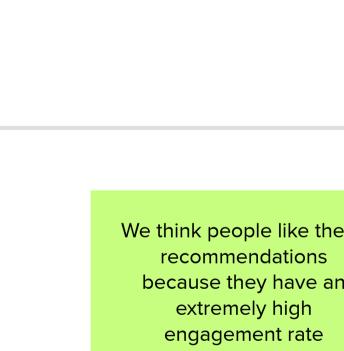
Help me spread the word

about a great tour or

provide watch-outs and

People like looking

back on their past





costly, or time-consuming?

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

compare and shop for experiences without having to click on them

discover tours they can't

the purchase

("I hope this will be

worth it!")

barebones and

simple

How might we make our guides easily identifable (via a distinctive hat or shirt color, for example)? How might we make it appreciated but not necessary?

response rates?

We have very low review

review experiences and

the full review so that each step feels more simple?

leaving a review as

an arduous process

How might we help people celebrate and remember things they've done in the past? How might we extend the personal connection to the guide long after

the tour is over?