Based on ten customer interviews and observations from the Fairplane Guided City Tours team



























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?



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?

Guided city tours

Consult with doctor

Writing & submitting review

Medicine appears inthe user profile



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?



website, iOS app, or

website, iOS app,or



Goals & motivations

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





Help me to feel good and satisfied to take correct medicine



Positive moments

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



explanations are exciting to see

People generally notified as a message



Negative moments

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



People express a bit of fear of commitment at this step

Customer may rise problem if they are differently abled



Areas of opportunity

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



If patient don't have idea about medication details, then the doctor can update in doctor can





