

Guided city tours

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

GOWTHAM V	KIRAN SELVA	PUSHPADASS	VETRIVEL	KANAKHARAN
-----------	-------------	------------	----------	------------

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?

Booking other travel	Visit website or app	Choose a city, dates, and number of people	Browse available tours	View detail on a single tour
Domestic & International Air Ticket Booking	Innovative web app Ideas for your next startup web app Ideas that success	Go on a walking journey and every going. At the end of a go for a drive with the passengers choosing directions at random	Highlight the benefits of your product/service Engage with customers on social media	The idea is to be at comfort and in peace with your self, as already stepping out of your Comfort zone by travelling also

Start purchase of a tour	Complete payment information	Confirm payment & book tour	Email confirmation	Email reminder
If you love travelling and want to do so for business ideas for you	Provide a Number of Payment methods Deliver a Seamless design	I see where it says in the reservation has been confirmed Credit card Information	Confirmation email is a kind of a transactional email send to a customer after a certain condition is triggered	An email sent before something has happened - a friendly reminder that a meeting is due to happen, for instance

Arrive at tour location	Meet the guide & group	Experience the tour
Share your estimated time of arrival	When you change to system-Meet setup guide for large organizations	Total experience tours and transfers offer budget tours, Day trips, over land Tours

Leave the guide & group	Prompt for review	Writing & submitting review
If you are able to join a group in your course, you can leave the group at any time	To prompt someone to do some thing means to Make them decide to do	It is a survey of Previously published research on a topic

Tour appears in the user profile	Personalized recommendations	Personalized tour offers	Personalized tour suggestions after new travel booking
Users tours are step-by-step guides to various areas of Moodie	Entice users with individual offers, lists of Assorted Goods, or subscriptions	To provide the best tour and travel experience	Plan your journey Search your bus Select seats Fill detail Make payment Enjoying Travel

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?

Hear from friends see offline or online ad, read news papers	Compare & evaluate alternatives	Add groceries to shopping cart	Make on order	Receive pick up on order
				Enjoy groceries

Contact customer service	Order again and or order more	Find out about School vacations	Find out about family events	Discuss with family
--------------------------	-------------------------------	---------------------------------	------------------------------	---------------------

Get the sense of costs	Review online travel sites	Book a few reservations for dinner nearby
Discuss with friends		Arrange for activities at hotel
		Print tickets and travel information

Post fun stuff on facebook	Plan for food and meals	Tell people about the good and bad parts
Pack up family		Compare prices of different itineraries
Create digital photo album		

Notify When Flights are late	Offer sample itineraries for family vacations	Develop Proactive Rebooking based on family traveler profile	More payment choices
Rebook flights are late			

Goals & motivations

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

Find the best solution to buy foods	No goals at this point	Order effortlessly	Receive / pick up an order effortlessly and when needed	Get help if problems appear, request for refund
-------------------------------------	------------------------	--------------------	---------------------------------------------------------	-------------------------------------------------

Have right and good quality ingredients	Repeat good customer experience	Share feelings give feedback	Find the best solution	Easily available product
-----------------------------------------	---------------------------------	------------------------------	------------------------	--------------------------

Find the best solution	Repeat good customer experience	Share feelings, give feed back
------------------------	---------------------------------	--------------------------------

Hear from friends, see on social	Compare & evaluate alternatives
----------------------------------	---------------------------------

Provider specific	Make payment easily	Regularly checking customer feedback
-------------------	---------------------	--------------------------------------

Positive moments

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

Be happy bin this moment	Your patience is your power
--------------------------	-----------------------------

Hard work never fails	Kindness always Comes back
-----------------------	----------------------------

Spend time with yourself	Learning linking to life
--------------------------	--------------------------

Be a voice Not an echo

Choose to shine

We deserved a better ending

Negative moments

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

Overthinking Leads to Negative thoughts	Don't expect positive changes in your life	A negative mind will never give you a positive life
-----------------------------------------	--------------------------------------------	-----------------------------------------------------

Check yourself

Talking about your problems	The less you respond to negative people
-----------------------------	-----------------------------------------

Limit your time with Negative people	lead from the heart not the head
No poison can kill positive thinker	No medicine can cure negative thinker

Areas of opportunity

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

Creativity and thinking	Systematic planning	Leadership &problem solving	Concern for High quality
			Environmental

Self confidence

Quality performance	Information gathering	Ability to accept change	Looking for opportunity
Knowledge skills			Profit oriented

Decision making