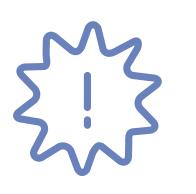
SCENARIO

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

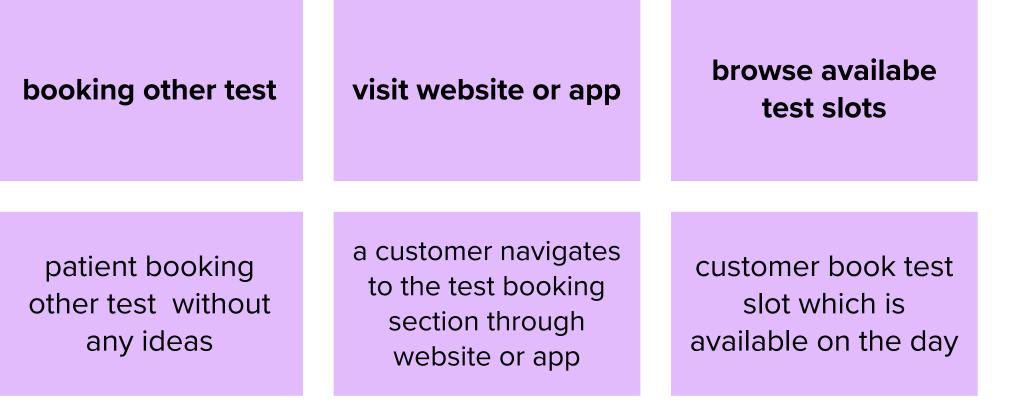


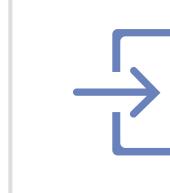
Entice

How does someone initially become aware of this process?



What does the person (or group) typically experience?





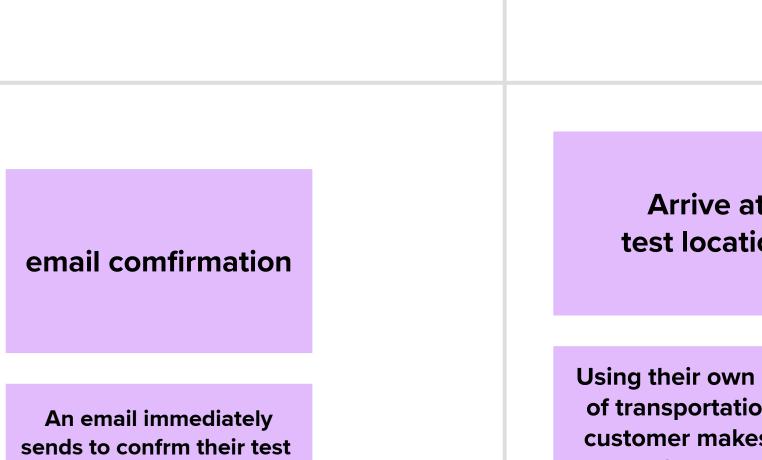
Enter

What do people experience as they begin the process?

After deciding to go on this test, they

click the register

iOS app,



and provide details about

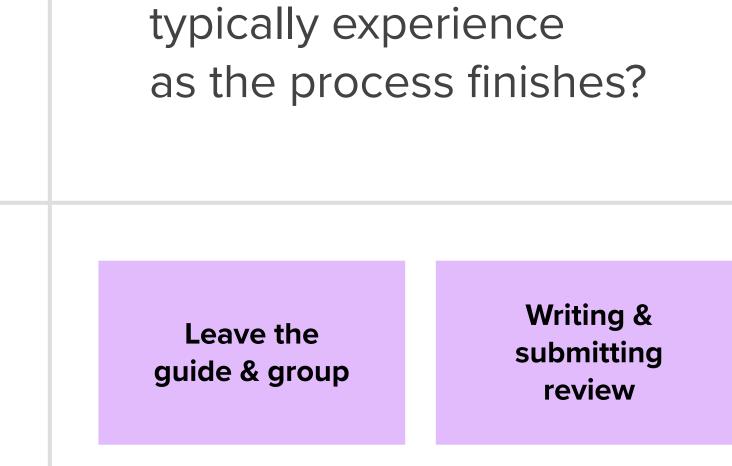
where and when to meet

their guide



Exit

In the core moments in the process, what happens?



writes a review and

gives the test a

What do people



Extend

What happens after the experience is over?

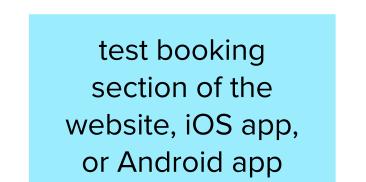
Test appears in the user profle The completed test appears on the "past experiences" area of a patients profle with a few details on where the group went



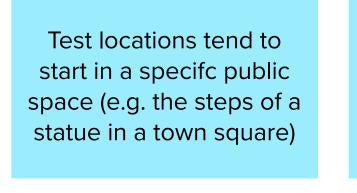
Interactions

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?



(software like Outlook or website like Gmail



way to the test location

at the scheduled time.

Direct interactions with the guide, and potentially other group member

Meet the

Test patients meet

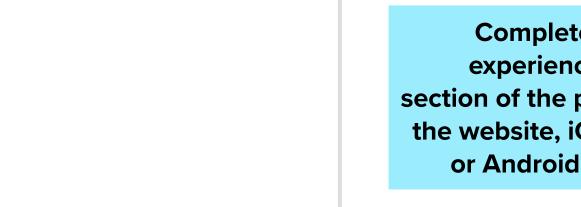
the guide and other

people who have

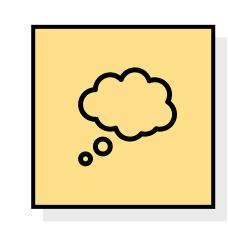
joined the same test

guide & group

To some degree, this is with the test guide, who will see their review

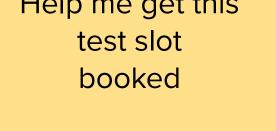


If other users interact with this person, they will see these completed test also

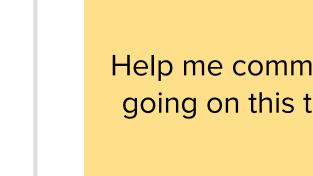


Goals & motivations

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



Help me understand what this tour is all about



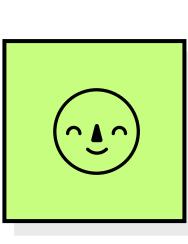
Help me get through without too much hassle

about my decision to go on this test and to feel welcome

Help me leave the test with good feelings and no awkwardness

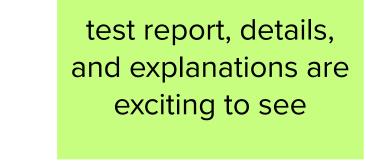
I've done before

Help me see ways to enhance my new



Positive moments

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



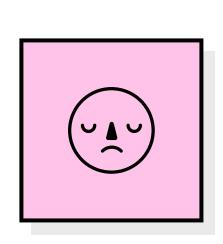


fow is very barebones and simpl

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

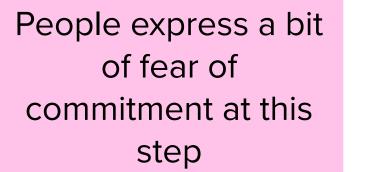
People generally leave test feeling refreshed and inspired

People like looking back on their past

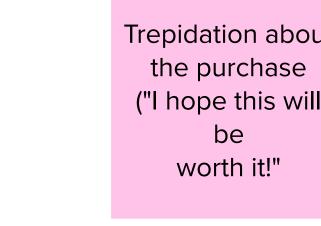


Negative moments

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

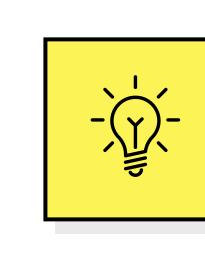


step



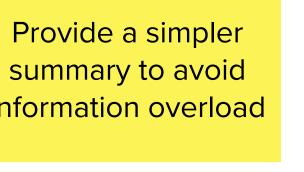
People expressed awkwardness about public place

Customers



Areas of opportunity

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



How might we make ou guides easily identifable (via a distinctive hat or shirt color, for example)?

necessary?

people to tip after the test? (e.g. via Venmo or equivalent app)