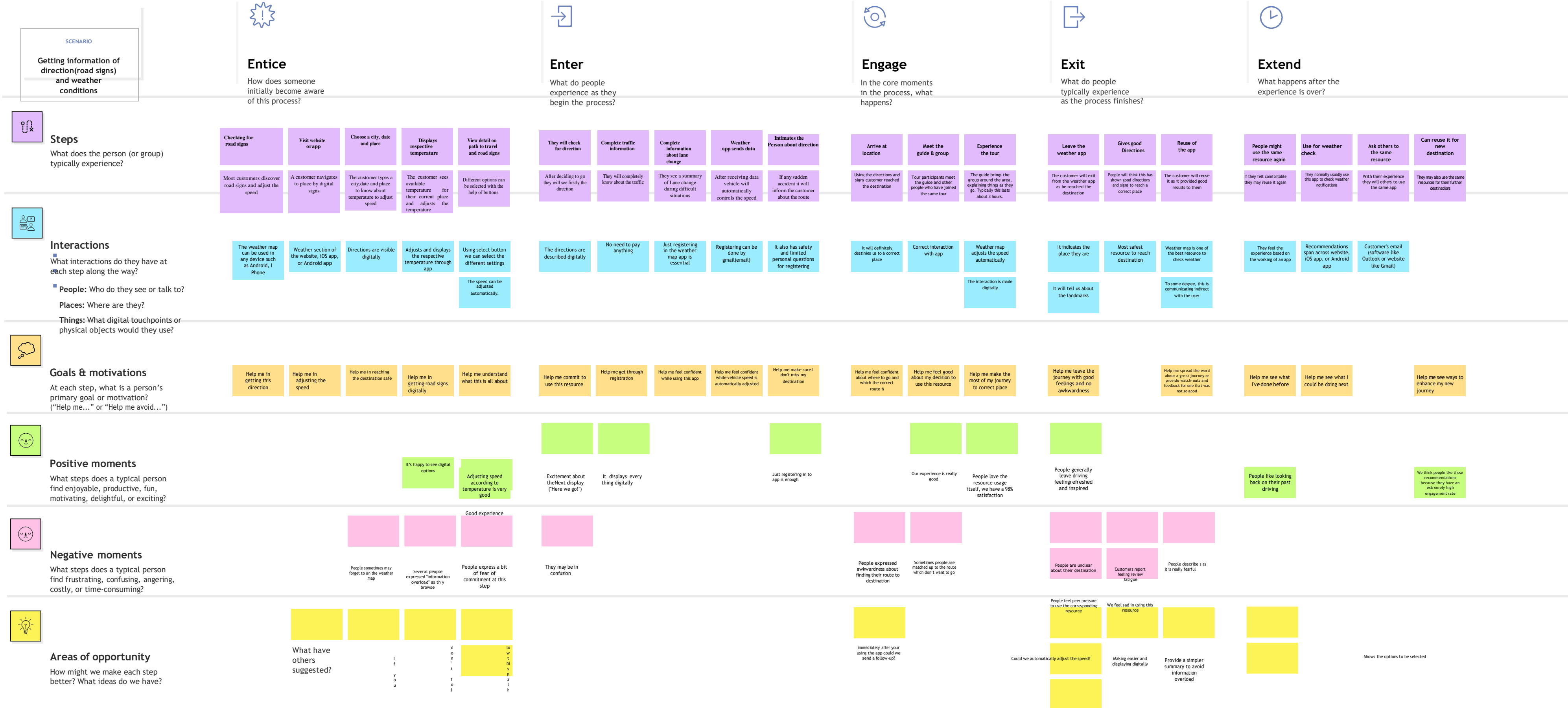
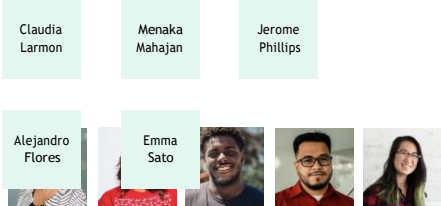


FAIRPLANE

Guided city tours

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



How might we make our resource easily identifiable

How might we make it clear that tipping is appreciated but not necessary?

How might we equip people to tip after the tour? (e.g. via Verno or equivalent app)

Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

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