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

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Guided city tours

conditions





# 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?



# **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

weather app

place they are

What do people typically experience as the process finishes?



# Extend

What happens after the experience is over?



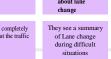
# Steps

What does the person (or group) typically experience?

road signs and adjust the

we can select the

After deciding to go they will see firstly the



map app is











Weather map adjusts the speed

Experience the tour

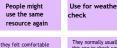








Reuse of the app



Ask others to the same



## Goals & motivations

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



suggested?



thing digitally













with app



resource usage itself, we have a 98%



Help me see what I

Help me see ways to



(-<u>\*</u>-

## Positive moments

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



expressed "information overload" as th y

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

Negative moments





commitment at this





theNext display ("Here we go!")











People like looking back on their past driving



# immediately after your using the app could we send a follow-up?











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



How might we make our resource easily identifiable

How might we make titclear that tipping different language to is appreciated but see what changes not necessary? How might we progressively disclose the full reviews to thateach step feels more simple?

How might we equip people to tip after the tour? (e.g. via Venmo orequivalent app)

Feel comfortable