**F A I R P L A N E**



Guided city tours

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

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# Entice

**SCENARIO**

**Getting information of direction(road signs) and weather conditions**

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?

**Complete information about lane change**

**Weather app sends data**

**They will check for direction**

**Complete traffic information**

**View detail on path to travel and road signs**

**Displays respective temperature**

**Checking for**

**road signs**

**Choose a city, date**

**and place**

**Visit website or app**

**Steps**

**Can reuse it for new destination**

**Ask others to the same resource**

**Use for weather check**

**People might use the same resource again**

**Reuse of the app**

**Gives good Directions**

**Leave the weather app**

**Experience the tour**

**Meet the guide & group**

**Arrive at location**

**Intimates the**

**Person about direction**

What does the person (or group) typically experience?

Most customers discover road signs and adjust the speed

The customer sees available temperature for their current place and adjusts the temperature

Different options can be selected with the help of buttons.

The customer types a city, date and place to know about temperature to adjust speed

A customer navigates to place by digital signs

After deciding to go they will see firstly the direction

They will completely know about the traffic

They see a summary of Lane change during difficult situations

After receiving data vehicle will automatically controls the speed

If any sudden accident it will inform the customer about the route

Using the directions and signs customer reached the destination

Tour participants meet the guide and other people who have joined the same tour

The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.

The customer will exit from the weather app as he reached the destination

People will think this has shown good directions and signs to reach a correct place

The customer will reuse it as it provided good results to them

If they felt comfortable they may reuse it again

They normally usually use this app to check weather notifications

With their experience they will others to use the same app

They may also use the same resources for their further destinations

## Interactions

The weather map can be used in any device such as Android, I Phone

Customer's email (software like Outlook or website like Gmail)

Recommendations span across website, iOS app, or Android app

They feel the experience based on the working of an app

Weather map is one of the best resource to check weather

Most safest resource to reach destination

It indicates the place they are

Weather map adjusts the speed automatically

Correct interaction with app

It will definitely destinies us to a correct place

It also has safety and limited personal questions for registering

Registering can be done by gmail(email)

Just registering in the weather map app is essential

No need to pay anything

The directions are described digitally

Using select button we can select the different settings

Adjusts and displays the respective temperature through app

Directions are visible digitally

Weather section of the website, iOS app, or Android app

What interactions do they have at each step along the way?

To some degree, this is communicating indirect with the user

The interaction is made digitally

The speed can be adjusted automatically.

It will tell us about the landmarks

**People:** Who do they see or talk to?

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

## Goals & motivations

Help me see ways to enhance my new journey

Help me see what I could be doing next

Help me see what I've done before

Help me spread the word about a great journey or provide watch-outs and feedback for one that was not so good

Help me leave the journey with good feelings and no awkwardness

Help me make the most of my journey to correct place

Help me feel good about my decision to use this resource

Help me feel confident about where to go and which the correct route is

Help me make sure I don't miss my destination

Help me feel confident while vehicle speed is automatically adjusted

Help me feel confident while using this app

Help me get through registration

Help me commit to use this resource

Help me understand what this is all about

Help me in getting road signs digitally

Help me in reaching the destination safe

Help me in adjusting the speed

Help me in getting this direction

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

## Positive moments

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

It’s happy to see digital options

### Good experience

We think people like these recommendations because they have an extremely high engagement rate

People like looking back on their past driving

Excitement about the Next display

### ("Here we go!")

Adjusting speed according to temperature is very good

It displays every thing digitally

Just registering in to app is enough

Our experience is really good

### People love the resource usage itself, we have a 98% satisfaction

People generally leave driving feeling refreshed and inspired

## Negative moments

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

People sometimes may forget to on the weather map

Several people expressed "information overload" as th y browse

### People express a bit of fear of commitment at this step

They may be in confusion

#### People expressed awkwardness about finding their route to destination

Sometimes people are matched up to the route which don’t want to go

People are unclear about their destination

People feel peer pressure to use the corresponding resource

### Customers report feeling review fatigue

We feel sad in using this resource

People describe s as it is really fearful

## Areas of opportunity

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

If you don't follow this path immediately after your using the app could we send a follow-up?

Could we automatically adjust the speed?

Making easier and displaying digitally

### Provide a simpler summary to avoid information overload

Shows the options to be selected

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 Venmo 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?

How might we help people celebrate and remember things they've done in the past?

How might we extend the personal connection to the customer long after the journey is over?

### Feel comfortable