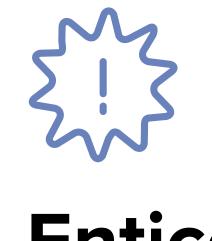


Browsing, booking, attending, and rating a local city tour

Interactions



How does someone initially become aware of this process?



describe their

Interaction.

What do people experience as they begin the process?



In the core moments in the process, what

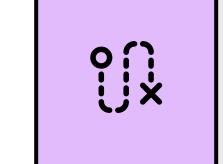


What do people typically experience as the process finishes?

After problem is solved customer can logout from application.



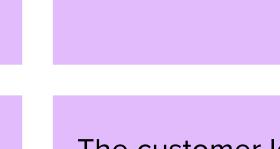
What happens after the experience is over?

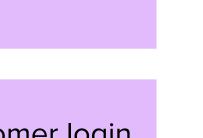


What does the person (or group) typically experience?

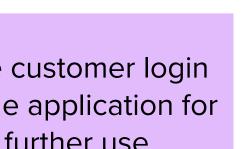


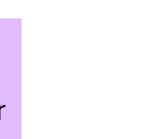
Signin.





to the application for further use.



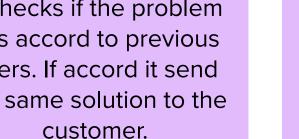




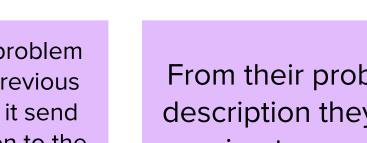


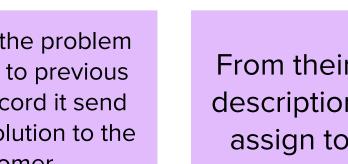


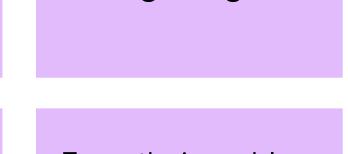
It checks if the problem has accord to previous users. If accord it send the same solution to the

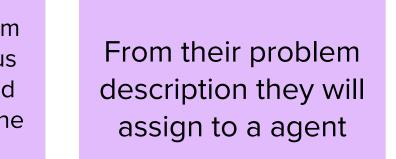


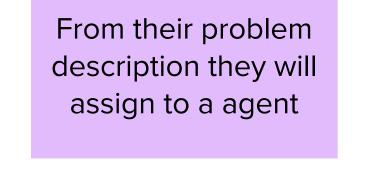






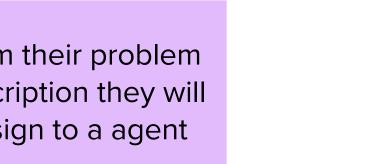


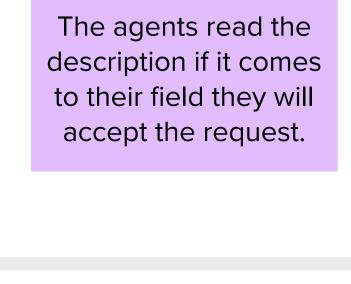




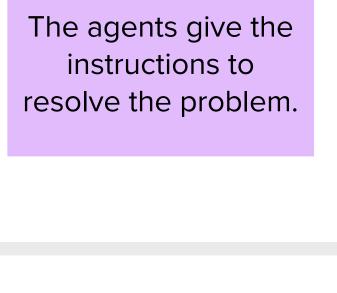
wrong.

after appropriate permissions given by customers.

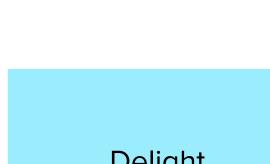




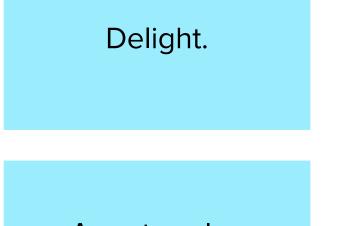
Response.

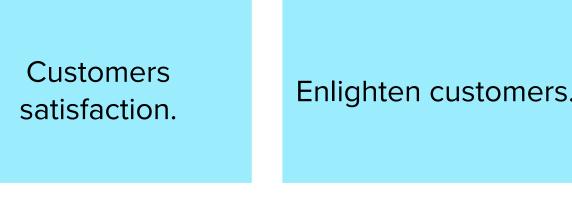


Interaction.

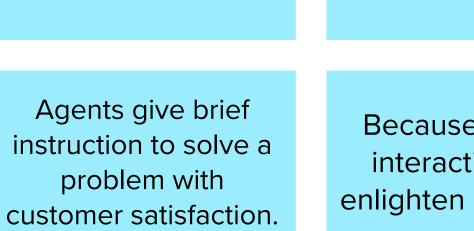


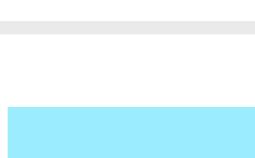
If the problem is resolved the instruction will saved





Allocated agents will be removed for the





Review.

After problem is resolved it prompt for feedback to improve the application more user friendly.



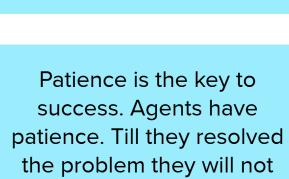
People: Who do they see or talk to?

each step along the way?

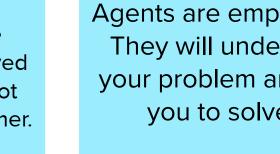
What interactions do they have at

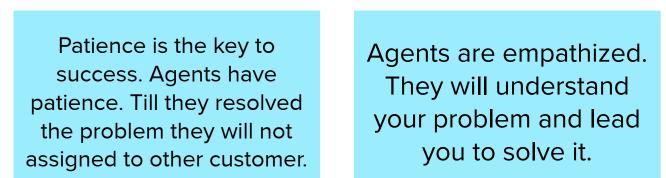
Places: Where are they? Things: What digital touchpoints or

physical objects would they use?



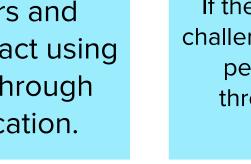
Patience.

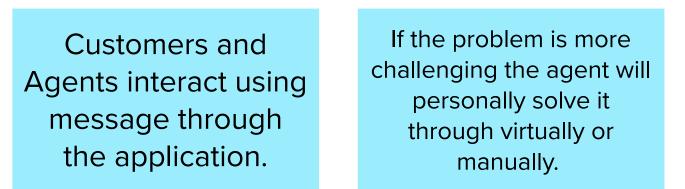


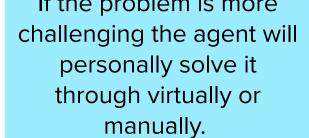


Empathy.

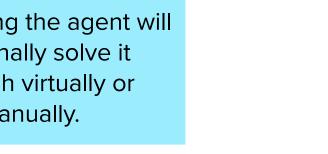




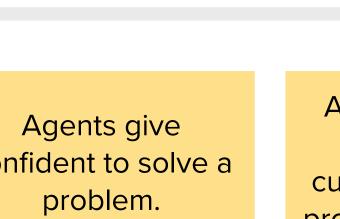


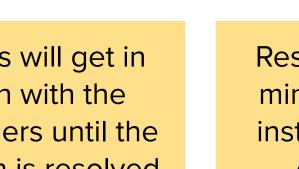


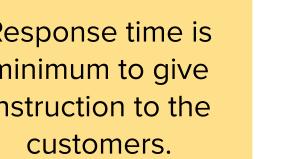
Service.

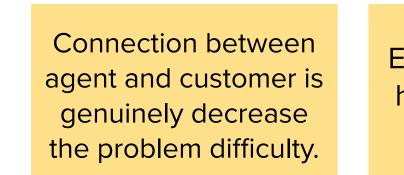


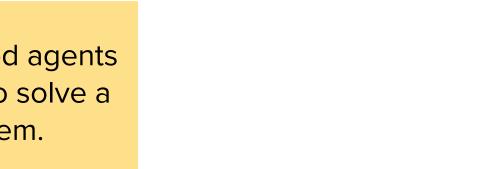


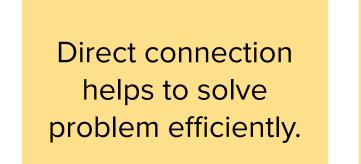




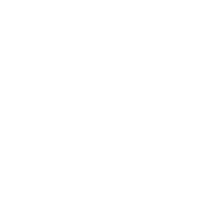






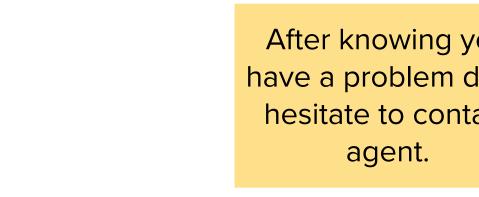


Success rate will increase.



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

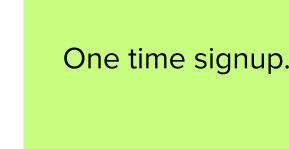
Goals & motivations

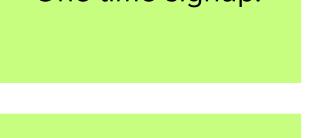




Positive moments

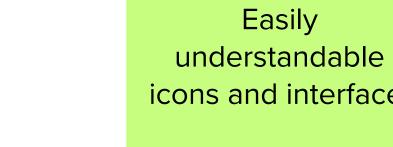
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

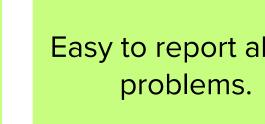




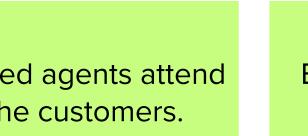
Customer need to signup once. After that they can

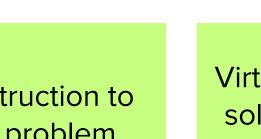
use same credentials to login to application.

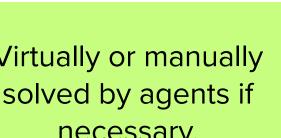


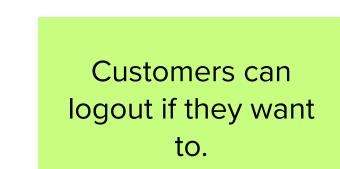


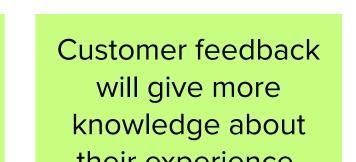




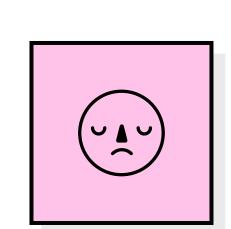






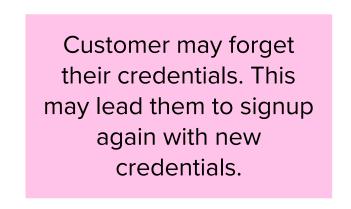


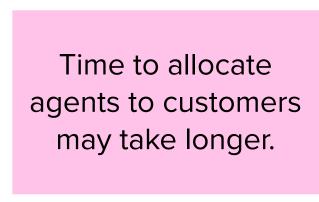
Because of review, admin team know more about how customers feel about the application.



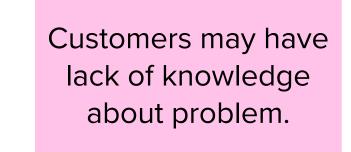
Negative moments

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





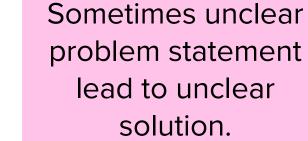
Because one agent cannot unassign customer until they solved customer's problem.



This may lead to difficulty

This may lead hard to and increase waiting time for other customers.

Customer may don't know how to describe about problem.



Lack of feedback may affect user friendly experience of customers.

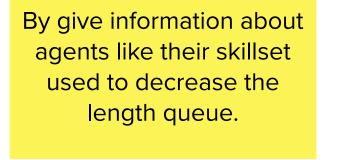
Customer reviews and recommendation are takes time to resolve.



Areas of opportunity

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





create separate queue for each group.

