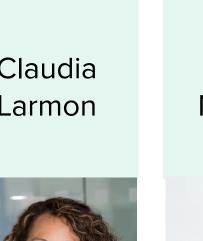
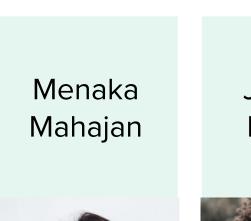
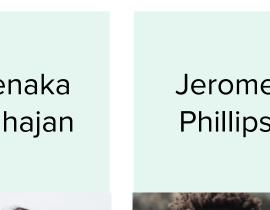
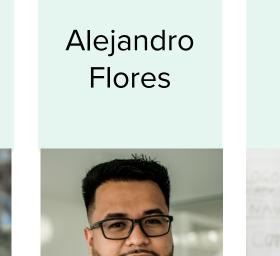
### Based on ten customer interviews and observations from the Fairplane Guided City Tours team

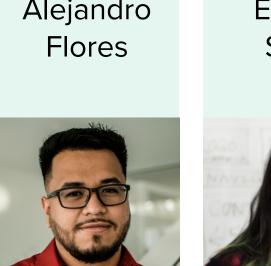






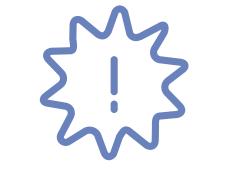




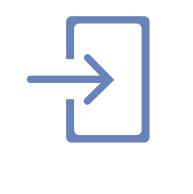




Browsing, booking, attending, and rating a local city tour



How does someone initially become aware of this process?



What do people experience as they begin the process?



# Engage

In the core moments in the process, what

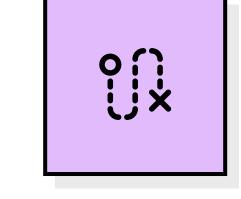


What do people typically experience as the process finishes?



# **Extend**

What happens after the experience is over?



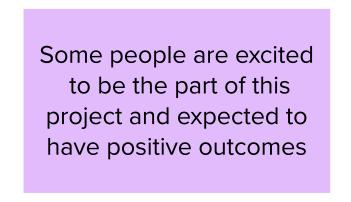
What does the person (or group)

Guided city tours

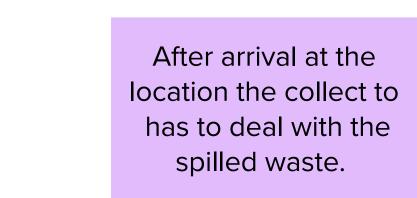
















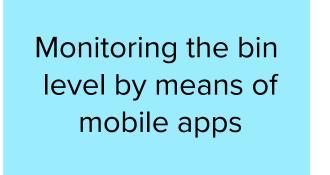


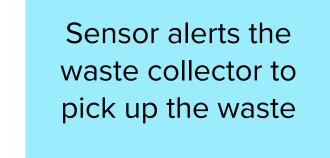
### Interactions

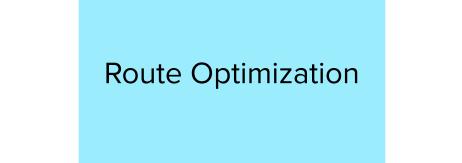
What interactions do they have at each step along the way?

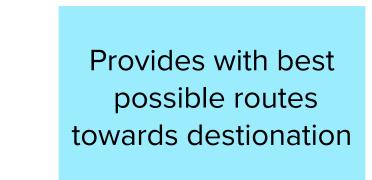
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?

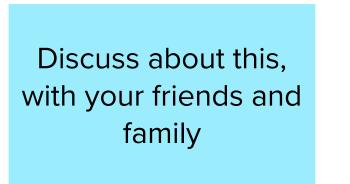


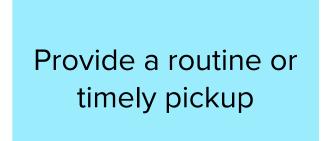


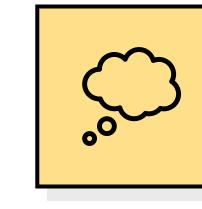






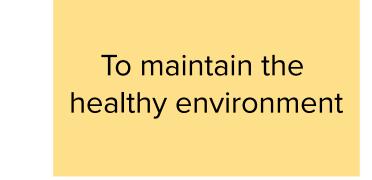






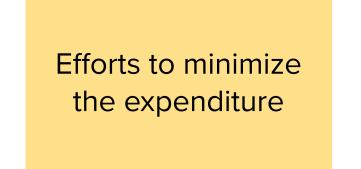
### **Goals & motivations**

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



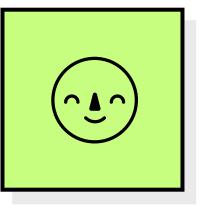






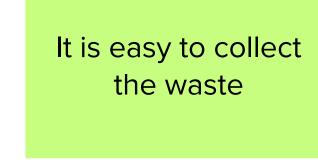


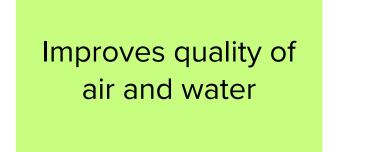


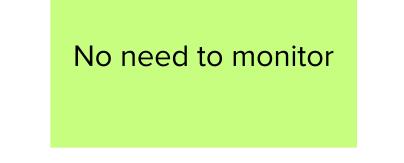


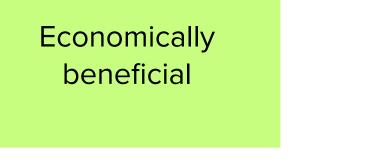
# **Positive moments**

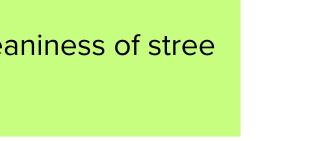
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

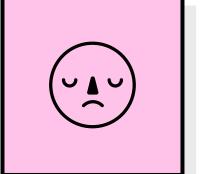






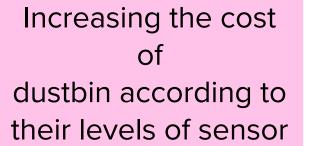


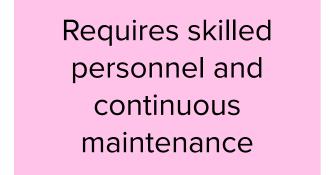


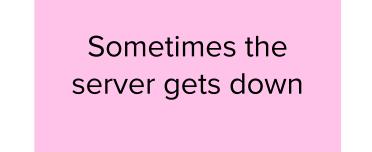


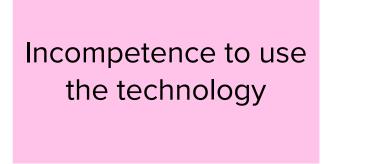
## **Negative moments**

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













# Areas of opportunity

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



