Retail store stock

Customer Journey Map

SCENARIO Buying a product from the shop	Entice why do we purchase?	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?
Steps What does the person (or group) typically experience?	GO FOR ANOTHER SHOP VISIT WEBSITE OR APP Choose a city, dates, and number of people Most customers discover city shops as they are booking product online A customer navigates to the city shops section of our website or app A customer types a city, dates, and the number of people who will attend the shops to see what products are available The customer sees available products for their dates, city, and number of peopl After seeing a shopr that interests them, the customer clicks or taps to view more. They see information about what and wherethe tour will cover, plus its price, time of day, and tour guide	Start purchase the products Complete payment information Confirm payment Email confirmation Email confirmation Femile reminder They fill out their contact and credit card information, then continue They see a summary of what they are about to purchase, then they confirm and the product is booked! An email immediately sends to confirm their productand provide details about where and when to meet, and what to bring (if applicable)	Arrive at home location Weet the guide & group Using their own means of transportation, the customer makes their way to there location at the scheduled time. participants meet the guide and other people who have joined The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.	Leave the guide & group Prompt for review Writing & submitting review One hour after the finishes, an email and inapp notification prompt the tour participant for a review The guide wraps up and everyone heads their separate ways One hour after the finishes, an email and inapp notification prompt the tour participant for a review a star-rating out of 5.	product appears inthe user profile Personalized recommendations Personalized suggestionsafter product booking The completed appearson the "past experiences" area of a customer's profile with a few details on where the group went Participation in the informs our backend recommendation systems, which the customer may experience via better personalized recommendations The customer receives an email 14 days after their with personalized tour recommendations in their arrival city. When a past participant books new travel with us, we show them personalized tour recommendations in their arrival city.
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?	Product booking section of the website, iOS app, or Android app section of the website, iOS app, or Android app Section of the website, iOS app, or Android app City section of the website, iOS app, or Android app City section of the website, iOS app, or Android app The product booking section of the website, iOS app, or Android app The product guide makesfirst appearance at thispoint, although the customer doesn't interact with them yet.	City section of the website, iOS app, or Android app Payment overlay within the website, iOS app, or Android app Payment overlay within the website, iOS app, or Android app Payment overlay within the website, iOS app, or Android app Customer's email (software like Outlook or website like Gmail) Iike Gmail)	customer locations tend to start in a specific public space (e.g. the steps of astatue in a town square) The customer looks for the group or guide, often from a distance as they walk closer Direct interactions with the guide, and potentially other group members Some shops include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour) Most common objects people interact with on tours are bikes, Segways, food, and beverages.	Direct interactions with the guide, and potentially other group members Customer's email (software like Outlook or website like Gmail) "Leave a review" modal window within the profile on the website, iOS app, or Android app To some degree, this is communicating indirectly with the tour guide, who will see their review	Completed experiences section of the profile on the website, iOS app, or Android app Recommendations span across website, iOS app, or Android app If other users interact with this person, they will see these completed tours also Recommendations span across website, iOS app, or Android app Customer's email (software like Outlook or website like Gmail) Post-purchase screens website, iOS app, or Android app, or Android app
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me get this product booked Help me have more fun or learn new things on my delevarable Help me avoid seeing the wrong dates, location Help me see what they have to offer about Help me see what they have to offer about	Help me commit to going Help me get through this payment part without too much hassle Help me feel confident that my purchase is finalized and tell me what to do next Help me feel confident that my purchase is finalized and tell me what to do next Help me feel confident that my purchase is finalized and tell me what to do next Help me make sure I don't forget about my tour so that I don't waste money or get disappointed	Help me feel confident about where to go and which one of these people is my guide Help me feel good about my decision to go on this product and tofeel welcome Help me make the most of my purchase to this new place	Help me with good about a grateor provide watch-outs and feedback for one that wasnot so good	Help me see what I could be doing next Help me see ways to enhance my new product Help me see ways to enhance my new product
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun to look at options and imagine doing each like shopping for experiences It's reassuring to red reviews written by past	Excitement about the purchase ("Here we go!") Current payment flow is very barebones and simple We've heard from several people that the reminder emails were essential, especially if they booked way in advance	Our guides tend to be so good that people are reassured when they meet their guide People love the itself, we have a 98% satisfaction rating	People generally leave feeling refreshed and inspired	People like looking back We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend Several people express a bit of fear of commitment at this step People express a bit of fear of commitment at this step	Trepidation about the purchase ("I hope this will be worth it!")	People expressed awkwardness about finding their guide in a public place Sometimes people are matched up with participants that they don'treally like	People are unclear whether a tip is necessary, especially for non-Americans on an American tour People feel peer pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't Customers report feeling review as an arduous process People feel peer pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if tours) We have very low review rates (15% of people review experiences and tours)	
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 booking, could we send a follow-up? Could we automatically carry over the city from your booking? (e.g. via a cookie) Make it easier to compare and shop for experiences without having to click on them Show highlights or common phrases from reviews, or Uber style "great guide" badges?		How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?	How might we make it clear that is appreciated but not necessary? How might we equip people to buy (e.g. via online food or equivalent app) Could we A/B test different language to see what changes response rates? How might we equip people to buy (e.g. via online food or equivalent app) How might we totally eliminate this awkward moment?	How might we help people celebrate and remember things they've done in the past? How might we extend the personal connection to the guide long after the product is over?