Customer Journey



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

Browsing, booking, attending, and rating a local city tour	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 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?	Visit Travel in website Choose the place Choosing the date, ticket is available A Customer navigates to the city Tours section of Our website The customer can be select the place select the place Choosing the date, ticket is available The customer can be select the place	Booking the ticket Complete payment details Confirm payment & Book tour They fill their contact details and card details then continue Then they Confirm and the tour is booked	Ticket will receive to the Email Confirmation Email remainder Arrive at location Tour guide will reach the customer An email immediately sends to confirm their tour one day before the tour begins Using their own means of transportation, the customer makes their way to the tour location at the scheduled time. Tour participants meet the guide	Experience the Tour Leave the guide Submitting the review The guide brings the group around the area, explaining things as they go. The guide wraps up gives the tour a star rating out of 5	Tour appears in the user Profile The completed tour appears on the "past experiences" area of a customer's profile Personalized tour offers The completed tour appears on the "past experiences" receive an email
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?	Travel booking section on the website The tour guide makes first apperance at this point place tour section of the website The tour guide makes first apperance at this point	City tours section of the website Payment overlay within the website Payment overlay within the website Customer's email (software like Outlook or website like Gmail)	Direct interactions with the guide, and potentially other group members Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square) The customer looks for the group or guide, often from a distance as they walk closer	Often takes place at the same place where the group met the guide, but not always Leave a review" modal window within the profile on the website To some degree, this is communicating indirectly with the tour guide, who will see their review	Recommendations span across website Completed experiences section of the profile on the website
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Help me get this hotel learn new things on my trip avoid seeing tours for the wrong dates	commit to going on this tour is all about Help me understand what this tour is all about Get through this payment part without too much hassle	feel confident that my purchase is finalized and tell me what to do ne make sure I don't forget most of my trip to this new place	feel good about my decision to go on this tour and to feel welco feel confident about where to go and which one of these people is my	see what I've done before see ways to enhance my could be doing next
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 tour tour photos ,videos and explanations are exciting to see read reviews written by past traveler	Excitement about the purchase 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 People love the tour itself, we have a 98% satisfaction rating	People like looking back on their past trips People generally leave tours feeling refreshed and inspired	Our guides tend to be so good that people are reassured when they meet their guide 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 the travel date People express a bit of fear Several people expressed "information overload" as they browser	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 Trepidation about the purchase	People expressed awkwardness about finding their guide in a public place Sometimes people are matched up with tour participants that they don't really like	People are unclear whether a tip is necessary, especially for non-Americans on an American tour Customers report feeling review fatigue	We have very low review rates People describe leaving a review as an arduous process
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Show highlights or common phrases from reviews Provide a simpler summary to avoid information overload	Make it easier to compare and shop for experiences without having to click on them	Could we A/B test different language to see what changes response rates we make our guides easily identifiable	we make it clear that tipping is appreciated but not necessary we equip people to this awkward moment we equip people to this awkward moment	we help people celebrate and remember things they've done in the past we extend the personal connection to the guide long after the tour is over