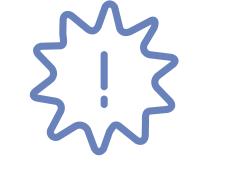
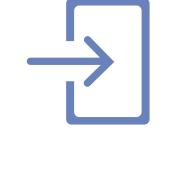
Guided city tours

SCENARIO

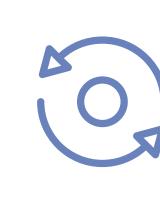
Browsing, booking, attending, and rating a local city tour



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



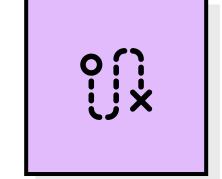
Exit

What do people typically experience as the process finishes?



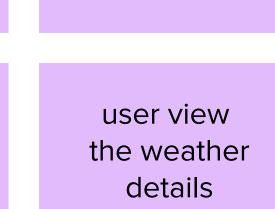
Extend

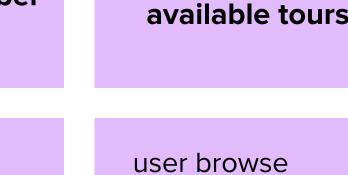
What happens after the experience is over?

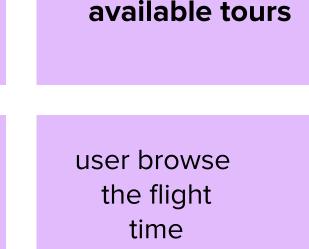


What does the person (or group) typically experience?

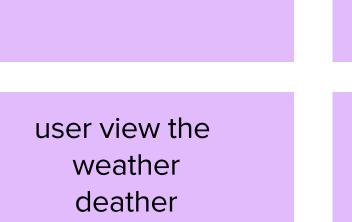


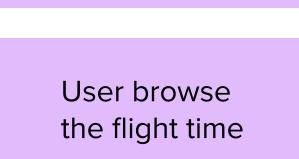






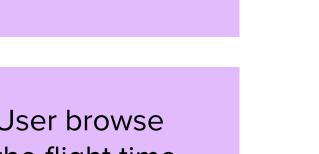




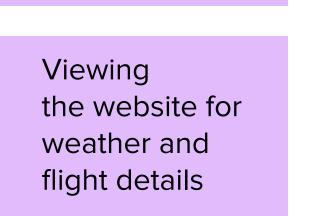


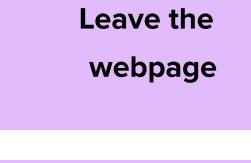


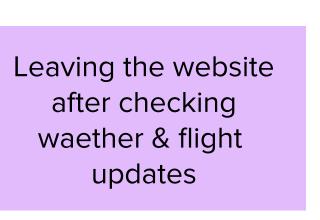




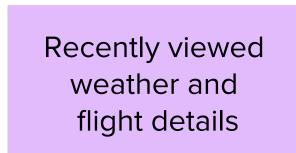














Interactions

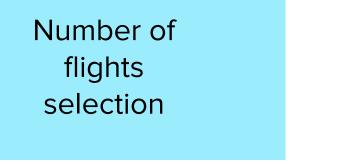
What interactions do they have at each step along the way?

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



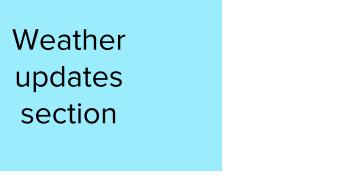
User navigates to the city weather







Weather of particular city

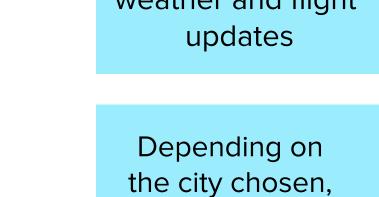


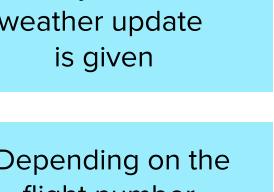


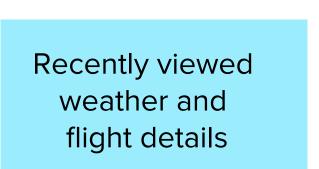


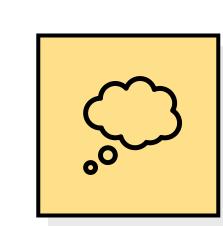


Viewing the website for weather and flight details





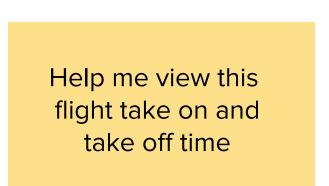


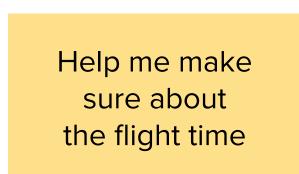


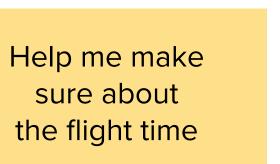
Goals & motivations

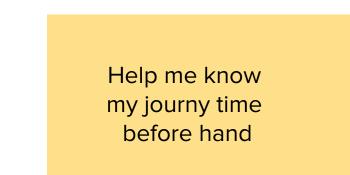
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

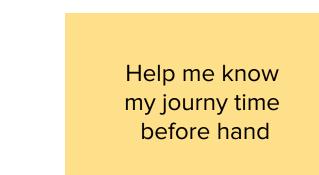




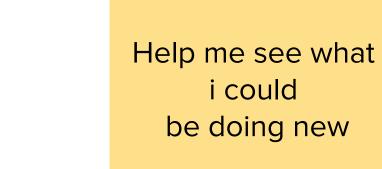


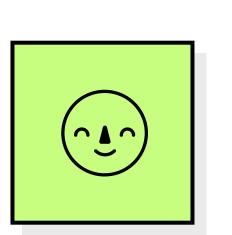












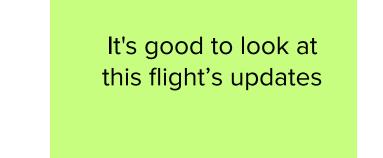
Positive moments

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



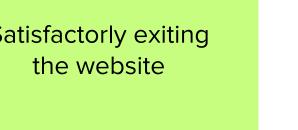


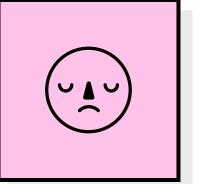








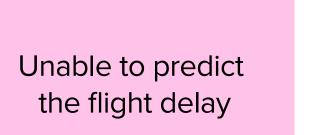


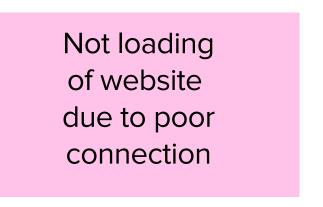


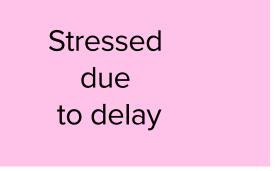
Negative moments

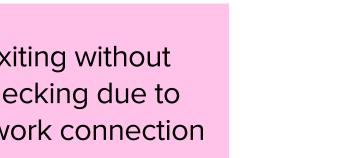
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?













Areas of opportunity

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



