Guided city tours













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

Interactions



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?



What do people typically experience as the process finishes?



What happens after the experience is over?



Steps

What does the person (or group) typically experience?

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

■ People: Who do they see or talk to?

■ Things: What digital touchpoints or physical objects would they use?















amount of stocks in

Start checking for available stocks



Check different product stocks

Based on expiring date the product stocks are checked







Viewing the website

Viewing different stocks

Leave the webpage

Leaving websites after checking stocks

Recently viewed stocks details

Recently viewed stocks details



Goals & motivations

Places: Where are they?

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



Live updates of amount of stocks in inventory













Positive moments

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

It is good to know the expiring stocks beforehand

It is good to sort the stocks based on

Knowing the expiring date

Satisfactorily existing the website

Direct interactions with the stocks in the inventory

Satisfactorily existing the website



Negative moments

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



Missing to track supply chain

Annoyed due to daily direct visit

Existing without checking due to Network connection



Areas of opportunity

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

If we don't visit the website what can we do next

In place of no internet how to find the way to check the stocks

each and every stock in the inventory