Guided city tours

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SCENARIO

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

	Entice	**Enter**	**Engage**	**Exit**	**Extend**
	How does someone initially become aware of this process?	What do people experience as they begin the process?	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?

Entice	**Enter**	**Engage**	**Exit**	**Extend**
Detection flame in industry · Most worker are involved in industry to work without catch a fire	Start to detect the fire through flame sensor or fire sensor · Automatically encounter when fire appears	Flame sensor · Light to identify the fire through fire sensor or fire sensor	Time efficiency · Through the process it saves time due to automatically opening of door	Investigation Problem incident · Using sensors the location of the fire can be identified
capturing through cameras and sensors · Using sensors we can easily navigate to the nearest fire station	When catch a fire the smoke is released that is found by gas sensor · The realist image or teach sensors	Gas sensor · At the point when burst an into flames the smoke is delivered that is found by gas sensor	Security implementation · Disclose of fire and alert the workers can protect themselves	Problem Analysis · Avoiding future problems
choose the type of industry and workers · The types sensors which anyone can give alert to the workers	When the temperature is in industry environment due to Fire that exposed By the temperature sensor · When the real fire match with image fire then the flame is confirm	Temperature sensor · At the point when the temperature is in industry climate because of fire that uncovered By the temperature sensor	Voice instruction · Through instruction the worker can easily find emergency exit	More security implementation · Future can be updated after the fire accidents
identifying through sensors · The workers can find the fire through alert	If anyone of the sensors notes the fire it directly alert the workers · The alert of the information send the server			Performance analysis · How to react the fire issue?
all details in stored in cloud DB · The guidelines that are given to the sensors how to detect the fire	Using IOT software stored the physical representation in cloud DB · Through cloud DB easily access the image of the flame			

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?

Entice	**Enter**	**Engage**	**Exit**	**Extend**
Travel booking section of the website, iOS app, or Android app	City tours section of the website, iOS app, or Android app	Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square)	Direct interactions with the guide, and potentially other group members	Completed experiences section of the profile on the website, iOS app, or Android app
City tours section of the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Direct interactions with the guide, and potentially other group members	Customer's email (software like Outlook or website like Gmail)	Recommendations span across website, iOS app, or Android app
City tours section of the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Direct interactions with the guide, and potentially other group members	"Leave a review" modal window within the profile on the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)
City tours section of the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	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	Post-purchase screens website, iOS app, or Android app
City tours section of the website, iOS app, or Android app · The tour guide makes first appearance at this point, although the customer doesn't interact with them yet.	Customer's email (software like Outlook or website like Gmail)	Some tours include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour)	To some degree, this is communicating indirectly with the tour guide, who will see their review	If other users interact with this person, they will see these completed tours also
		Most common objects people interact with on tours are bikes, Segways, food, and beverages.	Depending on the tour participant and guide, tipping/cash may be involved	

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

Entice	**Enter**	**Engage**	**Exit**	**Extend**
Help me get this flight or hotel booked	Help me commit to going on this tour	Help me feel confident about where to go and which one of these people is my guide	Help me leave the tour with good feelings and no awkwardness	Help me see what I've done before
Help me have more fun or learn new things on my trip	Help me get through this payment part without too much hassle	Help me feel good about my decision to go on this tour and to feel welcome	Help me spread the word about a great tour or provide watch-outs and feedback for one that wasn't so good	Help me see what I could be doing next
Help me avoid seeing tours for the wrong dates, locations, or numbers of people	Help me feel confident that my purchase is finalized and tell me what to do next	Help me make the most of my trip to this new place		Help me see ways to enhance my new trip
Help me see what they have to offer	Help me feel confident that my purchase is finalized and tell me what to do next			
Help me understand what this tour is all about	Help me make sure I don't forget about my tour so that I don't waste money or get disappointed			

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

Entice	**Enter**	**Engage**	**Exit**	**Extend**
It's fun to look at options and imagine doing each tour, like shopping for experiences	Excitement about the purchase ("Here we go!")	We've heard from several people that the reminder emails were essential, especially if they booked way in advance	People generally leave tours feeling refreshed and inspired	People like looking back on their past trips
Tour photos, videos, and explanations are exciting to see · It's reassuring to read reviews written by past travelers	Current payment flow is very bare-bones and simple	Our guides tend to be so good that people are reassured when they meet their guide	People love the tour itself, we have a 98% satisfaction rating	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?

Entice	**Enter**	**Engage**	**Exit**	**Extend**
People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend	Trepidation about the purchase ("I hope this will be worth it!")	People expressed awkwardness about finding their guide in a public place	People are unclear whether a tip is necessary, especially for non-Americans on an American tour	People describe leaving a review as an arduous process
Several people expressed "information overload" as they browse		Sometimes people are matched up with tour participants that they don't really like	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	
People express a bit of fear of commitment at this step			Customers report feeling review fatigue · 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

Provide a simpler summary to avoid information overload

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 tipping is appreciated but not necessary?

How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app)

How might we totally eliminate this awkward moment?

Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

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 tour is over?

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