Based on ten customer interviews and observations from the Fairplane Guided City Tours team

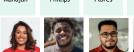
























analysis

Fuel monitor, history of fuel used, gives warning for fuel excess



Entice

Someone initially

become awareof this

process by using fuel



Enter

People can know

the level of fuel





Engage

consumption

modern

vehicles

Used to predict fuel



Exit



Extend

People know about the fuel consumption analysis

People can save fuel by proper analysis



Steps

Interactions

What does the person (or group) typically experience?

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

Places: Where are they?

Fuel Consume





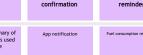


















fleet











If other users interact with this person, they will see these

People like looking back on their past analysis







enhance my new trip



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

People: Who do they see or talk to?



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





























nost of my analysis

People love the tour itself, we have a 98% satisfaction rating





People generally leave analysis with good knowledge

Often takes place at the same place where the group met the fuel





(<u>*</u>

Negative moments

Positive moments

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

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









Excitement about the





How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?











to the guide long after the tour is over?

Areas of opportunity

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













