**F A I R P L A N E**



Fuel Consume analysis

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

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# Entice

**SCENARIO**

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

Someone initially become aware of this process by using fuel

# Enter

People can know the level of fuel

# Engage

Used to predict fuel consumption of modern fleet vehicles

# Exit

People know about the fuel consumption analysis

# Extend

People can save fuel by proper analysis

**Steps**

**Personalized travelling suggestions after finished one long distance**

**Personalized travelling offers**

**Personalized recommendations**

**Travelling appears in the user profile**

**Writing & submitting review**

**Prompt for review**

**Leave the guide**

**Experience fuel used by distance**

**Meet the guide & group**

**Arrive at location**

**Email reminder**

**Email confirmation**

**Confirm payment**

**Complete measurement information**

**Start monitoring vehicles**

**View detail on modern fleet vehicles**

**Browse available vehicles**

**Choose a vehicle and fuel rate**

**Visit website or app**

**Comparing with other vehicles**

What does the person (or group) typically experience?

Most customers discover fuel consumption analysis

A customer navigates to the fuel monitoring section of our website or app

The customer compares fuel vehicle and fuel rate

The customer sees available tours for their dates, city, and number of people

Trip based modeling of fuel consumption in modern fleet vehicles

After deciding to check the fuel used, they will see the history

They fill out their vehicle model

They see a summary of how much fuel is used in a vehicle

App notification

Fuel consumption remainder

Using their own means of measurement devices for fuel consumption

Travellers meets the guide

The guide gives us the prediction of fuel

The guide wraps up the travellers and everyone heads their separate ways

One hour after the travelling finishes, an email and in- app notification prompt the traveller for a review

The traveller writes a review and gives the travelling a star- rating out of 5.

The completed travelling appears on the "past experiences

Participation in the traveller informs our backend recommendation systems, which the customer may experience via better personalization

The customer receives an email 14 days after their tour with personalized recommendations for other tours

When a past travelling books new travel with us, we show them personalized travelling recommendations in their arrival city.

## Interactions

Customer's email (software like Outlook or website like Gmail)

Some tours include interactions with vehicles

Complete modern vechicles analysis in fuel consuptiuon.

Post-purchase screens website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

Recommendations span across website, iOS app, or Android app

Completed experiences section of the profile on the website, iOS app, or Android app

“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)

Direct interactions with the fuel consumption

Direct monitoring with the people, and potentially other group vehicles

Tour locations tend to start in a specific vehicle space

Payment overlay within the website, iOS app,

or Android app

Fuel monitoring section of the website, iOS app, or Android app

Fuel price analysis section of the website, iOS app, or Android app

Fuel stastics analysis of the website, iOS app, or Android app

Fuel prediction of the website, iOS app, or Android app

Fuel monitoring section of the website, iOS app, or Android app

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

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

Often takes place at the same place where the group met the fuel consumption, but not always

The customer looks for fuel consumption and price analysis

Most common objects people interact with on fuel consumption analysis

**People:** Who do they see or talk to?

**Places:** Where are they?

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

## Goals & motivations

Help me feel confident that my purchase is finalized and tell me what to do next

Help me commit to fuel monitoring

Help me feel confident that my purchase is finalized and tell me what to do next

Help me see ways to enhance my new trip

Help me see what I could be doing next

Help me see what I've done before

Help me spread the word about a fuel consumption or provide watch-outs and feedback for one that was not so good

Help me leave the fuel tracking with good feelings and no awkwardness

Help me make the most of my analysis effective

Help me feel good about my decision to go on this fuel analysis and to feel welcome

Help me feel confident about where to go and which one of these fuel helpful

Help me understand what this fuel consumption

Help me see what they have to consume

Help me avoid seeing fuel for the wrong dates, locations, or consumption

Help me have more learn new things on fuel analysis

Help me get this fuel monitoring

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?

fuel photos, videos, and explanations are exciting to see

It's fun to look at options and imagine doing each work, like shoppin like monitoring and analysis

### I

We think people like these recommendations because they have an extremely high engagement rate

People like looking back on their past analysis

Excitement about the

Fuel consumption

Current analysis flow is very bare- bones and simple

We've heard from several people that the reminder emails were essential, especially if they booked way in advance

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

People generally leave analysis with good knowledge

## Negative moments

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

People sometimes forget to

People some times want

Several people expressed "information overload" as they browse

### People express a bit of fear of commitment at this step

Trepidation about the purchase

### ("I hope this will be worth it!")

#### 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

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

### Customers report feeling review fatigue

We have very low review rates (15% of people review experiences and tours)

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?

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)

#### 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?

### How might we totally eliminate this awkward moment?