FAIRPLANE

Guided city tours

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

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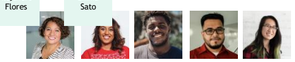

SCENARIO

Browsing, booking, attending, and rating a local ordering the food

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?

Exit
What do people typically experience as the process finishes?

Extend
What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
Booking order food Most customers discover our shop as they are booking other orders also	**Start searching for foods** After deciding to ordered the food, they click the Purchase button	**Arrive at location** Using their own means of, the customer makes their way to the food top deliveredo location atthe scheduled time.	**Leave the guide & group** The guide wraps up the tour and everyone heads their separate ways	**Tour appears in the user profile** The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went
Visit website or app A customer navigates to the food section of our website or app	**Complete payment** information They fill out their contact and credit card information, then continue	**Meet the person ordered** they will see the employee and they can get the ordered food	**Prompt for review** One hour after the tour finishes, an email and In-app notification prompt the tour participant for a review	**Personalized recommendations** Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization
Choose a place, timing, and numberof orders The customer types a places, time, and the number of the customer	**Confirm payment & food ordered** They see a summary of what they are about to purchase, then they confirm and the food is booked!	**compliments of our food service** The employee brings the food around the area	**Writing & submitting review** The tour participant writes a review and gives the tour a star-rating out of 5.	**Personalized tour offers** The customer receives an email 14 days after their tour with personalized recommendations for other tours
Browse available foods The customer sees available food in our description	**Email confirmation** An email immediately sends to confirm their food and provide details about where and when to meet their customer			**Personalized tour suggestions after new travel booking** When a past tour participant books new travel with us, we show them personalized tour recommendations in their area/city.
View detail on a different foods After tasting a food that interests them, the customer clicks or taps to view more. They see information about what and where the food will cover, plus its price.	**Email reminder** after arriving the food, a reminder email is sent to all tour participants...			

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?

tour participant

Entice	Enter	Engage	Exit	Extend
food booking section of the website, iOS app, or Android app	food section of the website, iOS app,or Android app	food deliverable locations tend to start in a specific public space	customer have to give the correct address to employee who deliver the food	Completed experiences section of the profile on the website, iOS app, or Android app
food section of the website, iOS app,or Android app	Payment overlay within the website, iOS app, or Android app	customer have to give the correct address to employee who deliver the food	Customer's email (software like Outlook or website like Gmail)	Recommendations span across website, iOS app, or Android app
food section of the website, iOS app,or Android app	Payment overlay within 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)	Post-purchase screens website, iOS app, or Android app
food 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)	The customer looks for the delivery person, oftenfrom a distance as they walk closer	Some food services include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour) Most common objects people interact with foods are bikes, Segways, food , and beverages.	customer have to give the correct address to employee who deliver the food Often takes place at the same place where the group met the guide, but not always Depending on the customer, tipping/cash may be involved	To some degree, this is communicating indirectly with the to ordering the food, whowill see their review If other users interact with this person, they will see these completed foods menu also

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 food	Help me feel confident about where to go and which one of these people is my customer	Help me leave the orders 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 ordered food and tofeel welcome	Help me spread the word about a great food or provide watch-outs and feedback for one that was not 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 food to this new place		Help me see ways to enhance my new order
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 ordered so that I don't wastemoney or get disappointed			

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

- It's fun to look at options and imagine doing each different types of food, like shopping for experiences
- Tour photos, videos, and explanations are exciting to see
- It's reassuring to red reviews written by past travelers
- Excitement about the purchase ("Here we go!")
- Current payment 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 delivered person tend to be sogood that people are reassured when they meet their guide
- People love the customeritself, we have a 98% satisfaction rate
- People generally leave ordered food feelingrefreshed and inspired
- People like looking back on their past foods
- 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?

- People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend
- 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 owner in apublic place
- Sometimes people are matched up with owner participants that they don't really like
- People are unclear whether a tip is necessary, especially for non-Americans on an American tour
- People fee owner I peer pressure to tip a 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 ourguides easily identifiablevia a distinctive hat or shirt color, for example?
- How might we make
- tclear that tipping is appreciated but not necessary?
- How might we equip people to tip after the booked order? (e.g. via Venmo orequivalent app)

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

How might we progressively disclosethe full review so thateach step feels moresimple?

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 order

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How might we totally
eliminate this
awkward moment?