CAR RESALE VALUE PREDICTION

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 city tour

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:
- Booking other travel — Most customers discover in the booking travel.
- Visit website or app — A customer navigates to the city tours section of our website
- Choose a city, dates, and number of people — The customer types a city, dates, and the number of people solution for digital visitor experience
- Browse available tours — The customer sees available tours for their dates, city, and number of people
- View detail on a single tour — plus its price, time of day, and tour guide.

Enter:
- ENTER — The enter in the city
- EXPERIENCE — A private, half tour provider to customer.r
- CITY TOUR BY CAR — The preciously given by the provider to customer
- CUSTOMER' DETAIL — Local city tour antrol in the email address.
- DETAILED — Personal details are enter.

Engage:
- Arrive at tour location — Visiting a location, for a purpose relating to the cities of public official, and not primarily for entertainment.
- Meet the guide & group — Car meets are a stable of the automotive community.
- Experience the tour — A chauffeur driven passenger vehicle other than a bus operated for the principal purpose of sight-seeing tours.

Exit:
- Leave the guide & group — The guide exit from a room or building you leave it
- Prompt for review — The purpose of car review is to let the readers know what life would be like if they purchased that
- Writing & submitting review — A fun and rewarding experience

Extend:
- Tour appears in the user profile — The completed tour appears on the "past experiences" pre-installed and active in the car
- Personalized recommendations — In a design project, An audio content recommendation
- Personalized tour offers — The customer receives an email 14 days after their tour with personalized A car that is built to the buyer's own specification
- Personalized tour suggestions after new travel booking — we show them personalized tour recommendations in their arrival city.

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:
- Travel booking section of the website,
- City tours section of the website, Android app
- City tours section of the website, iOS app
- City tours section of the website, iOS app
- City tours section of the iOS app, or Android app — The tour guide makes first appearance at this point, although the customer doesn't interact with them yet.

Enter:
- City tours section of the website, iOS app,
- Payment overlay within the website, Android app
- Payment overlay within the website , Android app
- Customer's email (software like Outlook or website like Gmail)
- Customer's email (software like Outlook or website like Gmail)

Engage:
- Tour locations tend to start in a specific public space in city tour / The customer looks for the group or guide, often from a distance as they walk closer
- Direct interactions with the guide,
- and potentially other group members / Some tours include interactions with shopkeepers or restaurant staff / Most common objects people interact with on tours are bikes, Segways, food, and beverages.

Exit:
- Direct interactions with the guide, and potentially other group members / Often takes place at the same place where the group met the guide, but not always / Depending on the tour participant and guide, tipping/cash may be involved
- Customer's email
- "Leave a review" modal window within the profile on the iOS app, or Android app / To some degree, this is communicating indirectly with the tour guide

Extend:
- Completed experiences section of the past experience in website
- Recommendations span across iOS app
- Customer's email (software like Outlook)
- Post-purchase screens website, iOS app, or Android app / If other users interact with this person, they will see these completed tours also

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

Entice:
- Help me get this flight
- Help me have more fun or learn new things on my trip
- Help me avoid seeing tours for the wrong dates, locations, or numbers of people
- Help me see what they have to offer
- Help me understand

Enter:
- Help me commit to going on this tour
- Help me get through this payment part without too much hassle
- Help me feel confident that my purchase is finalized and tell me what to do next
- Help me feel confident that my purchase is finalized and tell me what to do next
- Help me make sure I don't forget about my tour so that I don't waste money or get disappointed

Engage:
- Help me feel confident about where to go and which one of these people is my guide
- Help me feel good about my decision to go on this tour and to feel welcome
- Help me make the most of my trip to this new place

Exit:
- Help me leave the tour with good feelings and no awkwardness
- Help me spread the word about a great tour or provide watch-outs and feedback for one that was not so good

Extend:
- Help me see what I've done before
- Help me see what I could be doing next
- Help me see ways to enhance my new trip

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

Entice:
- It's fun to look at options and imagine doing each tour, like shopping for experiences
- Tour photos, videos, and explanations are exciting to see / It's reassuring to red reviews written by past travelers

Enter:
- 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

Engage:
- 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

Exit:
- People generally leave tours feeling refreshed and inspired

Extend:
- People like looking back on their past trips
- We think people like these recommendations

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

Entice:
- 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

Enter:
- Trepidation about the purchase ("I hope this will be worth it!")

Engage:
- 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

Exit:
- 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)

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?