# **CAR RESALE VALUE PREDICTION**

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

# Steps

What does the person (or group) typically experience?

# 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?

# Goals & motivations

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?

# **Negative moments**

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

# **Entice**

How does someone initially become aware of this process?

# Visit website or app

ravel booking ection 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 the iOS app, or Android app
				The tour guide make first appearance at th point, although the

Help me see what they have to offer	Help me understand





Current payment flow is very bare-bones and simple

CITY TOUR

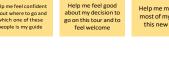
BY CAR



CUSTOMER'



DETAILED



Engage

happens?

The customer looks for the group or guide, often from a distance as they walk closer

In the core moments

in the process, what

People love the tour itself, we have a 98%

other group



Exit

Leave the guide & group

The guide exit from a room or building you leave it

with the guide, and potentially other group members

Help me leave the tour with good feelings and no awkwardness

What do people

typically experience

as the process finishes?



What happens after the experience is over?

Extend

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

Completed experiences section of the profile on the pest experience in webside	Recommenda span across iC
If other users interact with this person, they will see these	



It's reassuring to red reviews written by past travelers

purchase ("Here we go!")

**Enter** 

ENTER

the city

What do people

experience as they

begin the 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 your booking? (e.g. via a send a follow-up? cookie) having to click on them

Show highlights or common phrases from reviews, or Uber style "great guide" badges?

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

How might we extend the personal connection to the guide long after the tour is over?