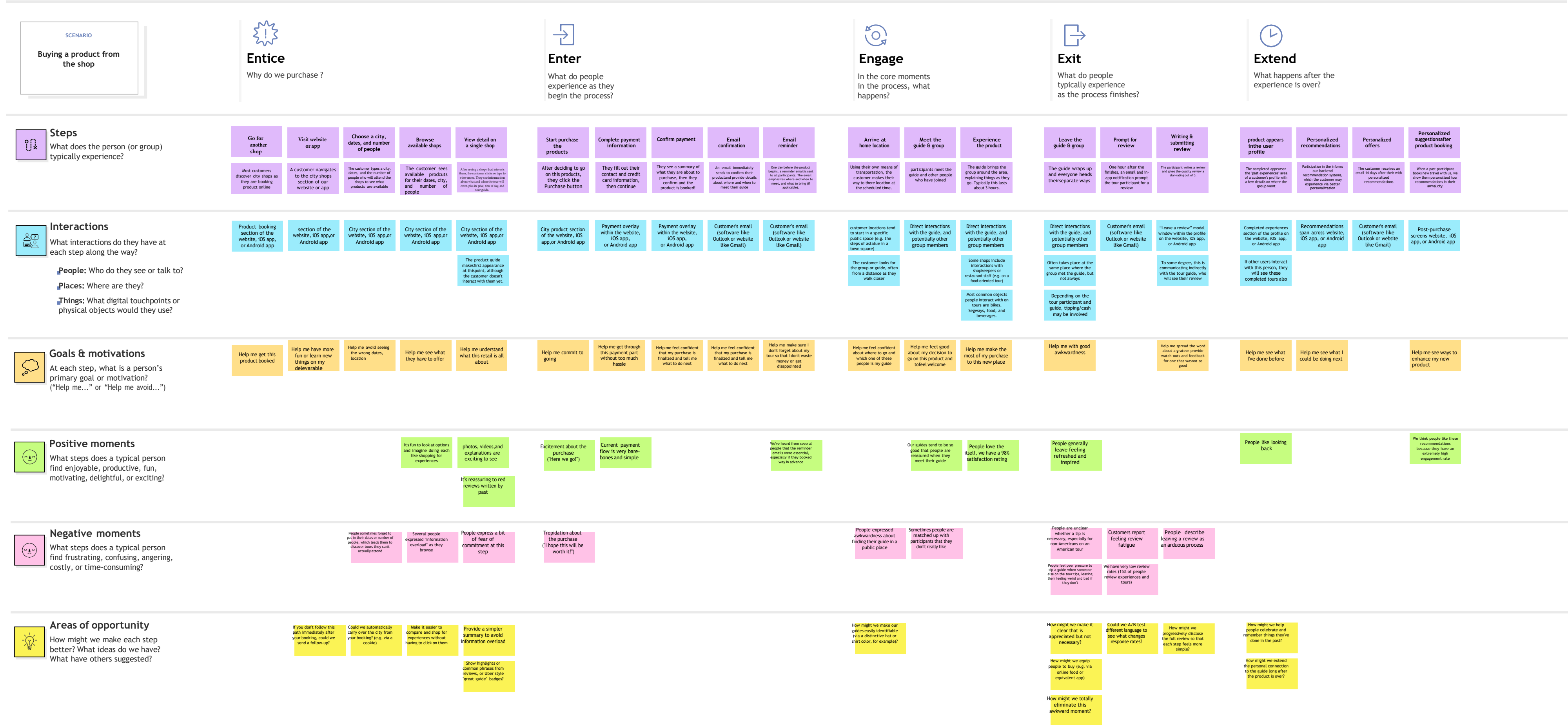


Retail store stock



Steps

What does the person (or group) typically experience?

Go for another shop

Visit website or app

Choose a city, dates, and number of people

Browse available shops

View detail on a single shop

Start purchase the products

Complete payment information

Confirm payment

Email confirmation

Email reminder

Arrive at home location

Meet the guide & group

Experience the product

Leave the guide & group

Prompt for review

Writing & submitting review

product appears in the user profile

Personalized recommendations

Personalized offers

Personalized suggestions after product booking

Most customers discover city shops as they are booking product online

A customer navigates to the city shops section of our website or app

The customer types a city, dates, and the number of people who will attend the shops to see what products are available

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

After seeing a shop that interests them, the customer clicks or taps to view more. They see information about what and whether tour will come plus its price (date of day and tour guide).

After deciding to go on this products, they click the Purchase button

They fill out their contact and credit card information, then continue

They see a summary of what they are about to purchase, then they confirm and the product is booked!

An email immediately sends to confirm their product and provide details about where and when to meet their guide

One day before the product begins, a reminder email is sent to all participants. The email emphasizes where and when to meet, and what to bring (if applicable).

Using their own means of transportation, the customer makes their way to their location at the scheduled time.

participants meet the guide and other people who have joined

The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.

The guide wraps up and everyone heads their separate ways

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

The participant writes a review and gives the quality review a star rating out of 5.

The completed experience appears in the "past experiences" area of a customer's profile with a few details on where the group went

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

The customer receives an email 14 days after their with personalized recommendations

When a past participant books new travel with us, 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?

Product booking section of the website, iOS app, or Android app

section of the website, iOS app, or Android app

City section of the website, iOS app, or Android app

City section of the website, iOS app, or Android app

City section of the website, iOS app, or Android app

City product section of the website, iOS app, or Android app

Payment overlay within the website, iOS app, or Android app

Payment overlay within the website, iOS app, or Android app

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

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customer locations tend to start in a specific public space (e.g. the steps of a statue in a town square)

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

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

"Leave a review" modal window within the profile on the website, iOS app, or Android app

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

Recommendations span across 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

The product guide makes first appearance at this point, although the customer doesn't interact with them yet.

Some shops include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour)

Most common objects people interact with on tours are bikes, Segways, food, and beverages.

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

To some degree, this is communicating indirectly with the tour guide, who will see their review

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...")

Help me get this product booked

Help me have more fun or learn new things on my deleverable

Help me avoid seeing the wrong dates, location

Help me see what they have to offer

Help me understand what this retail is all about

Help me commit to going

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.

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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

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 product and to feel welcome

Help me make the most of my purchase to this new place

Help me with good awkwardness

Help me spread the word about a prator provide watch-outs and feedback for one that wasn't so good

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 product

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 like shopping for experiences

photos, videos, and explanations are exciting to see

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 guides tend to be so good that people are reassured when they meet their guide

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

People generally leave feeling refreshed and inspired

People like looking back

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

It's reassuring to read reviews written by past

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 guide in a public place

Sometimes people are matched up with participants that they don't really like

People are unclear whether a tip is necessary, especially for non-Americans on an American tour

Customers report feeling review fatigue

People describe leaving a review as an arduous process

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

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

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 User 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 is appreciated but not necessary?

How might we equip people to buy (e.g. via online food 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 product is over?

Areas of opportunity

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

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