FAIRPLANE

Smart Solutions For Railway

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?

Booking other travel	Visit website or app	Choose a city or user dates, and number of people	Browse available seats	View detail on a single journey	Start purchase of a journey	Complete payment information	Confirm payment & book journey	Email confirmation	google calender reminder	Arrive at starting point location	Meet the guide & group	Experience the journey	Leave the guide & group	Prompt for review	Writing & submitting review about the journey	journey appears in the user profile	Personalized recommendations	Personalized journey offers	Personalized journey suggestions after new travel booking
Most customers discover city or state tours as they are booking other railway travel	A customer navigates to the city or states tours section of our website or app	The customer types a city or state, dates, and the number of people who will attend the journey to see what seats are available	The customer sees available to seats for their dates, city, state, and number of people	After seeing a tour that interests them, the customer clicks or taps to view more. They see information about what and where the journey will cover, plus its price, time of day, and journey guide.	After deciding to go on this journey they click the Purchase button	They fill out their contact and credit card information, then continue	It shows the whole summary of the train the journey	An email immediately sends to confirm their journey and provide details about where and when to meet their guide	One day before the journey begins, a reminder email is sent to all passengers. The email emphasizes about the stations.	by providing the facility for the cab or auto from the station for the passenger to geting an smooth journey	Tour participants meet the guide and other people who have joined the same tour	The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.	The guide wraps up the tour and everyone heads their separate ways	One hour after the tour finishes, an email and in-app notification prompt the tour participant for a review	The journey participant writes a review and gives the tour a star-rating out of 5.	The completed journey appears on the "past experiences" area of a customer's profile with a few details on where the group went	Participation in the journey informs our backend recommendation systems, which the customer may experience via better personalization	The customer receives an email 14 days after their journey with personalized recommendations for other journeys	When a past passenger participant books new journey with us, we show them personalized booking recommendations in their arrival station.

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?

Travel booking section of the website, iOS app, or Android app	station journey section of the website, iOS app, or Android app	Online food ordering in th website, iOS app, or Android app	Emergency alert in the website, iOS app, or Android app	travel section of the website, iOS app, or Android app	reviews of the journey in 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)	Customer's email (software like Outlook or website like Gmail)	travel locations tend to start in a specific public space (e.g. the steps of a statue in a town square)	Some journey include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented journey)	in every station there is an customer care officer needed.	Direct interactions with the guide, and potentially other group members taking an clear notification or alarming for the passengers. Depending on the journey and passengers insurance be involved	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 To some degree, this is communicating indirectly with the railway officers, who will see their review	Completed experiences section of the profile on the website, iOS app, or Android app If other users interact with this person, they will see these completed journey also	Recommendations span across website, iOS app, or Android app	passengers email (software like Outlook or website like Gmail)	Post-purchase screens website, iOS app, or Android app

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

Help passengers get the tickets with easiness	Help passengers have more fun or learn new things trip	helps passengers to travel at a minimum cost avaliable	understand what this journey is all about		Help passengers through the payment part without too much hassle	Help passnger confident that the purchase is finalized and tells what to do next	Help passengers make sure they dont forget about the tour so that they don't waste money or get disappointed			Help passenger feel confident about where to go and about the destination	Help the passenger make the most of from the trip	give the passengers the best expirences and safest mode of travels			passengers can give a feedback and share to others so the feild increaeses	give a whole tour about the trip	help the passenger what to do next		give the passengers a best trip so thet choose this again

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 journey, like shopping for experiences	Travel 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	People love the journey itself, we have a 98% satisfaction rating iabout the train.		People generally leave journey's feeling refreshed and inspired				People like looking back on their past trips			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 journey they can't actually attend	Several people expressed "information overload" as they browse	the people will not ready to share the reviews and negative thoughts	there may occur in internet or bank issues while booking the tickets.					People expressed awkwardness about the app and railway system.	Sometimes people are matched up with passenger and create disturbance for other passenger.		People are unclear about the seating arrangements. People feel peer pressure when the feel climate changes.	Customers report feeling review fatigue We have very low review rates (15% of people review experiences and the journey)	passengers 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 station from your booking? (e.g. via a cookie)	Make it easier to compare and trains for experiences without having to click on them	Provide a simpler summary to avoid information overload Show highlights or common phrases from trains, or the cab facilities.			How might we make our guides easily identifiable the train number and colour?						How might we make it clear that reviews is appreciated but not necessary? How might we equip people to review after the journey? 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 passengers remember things they've done in the past?		