SCENARIO

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













Steps

What does the person (or group) typically experience?

Guided city tours



PROCESS



Interactions

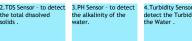
What interactions do they have at each step along the way?

People: Who do they see or talk to?

Places: Where are they?

Things: What digital touchpoints or physical objects would they use?















Goals & motivations

Positive moments

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

















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?









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