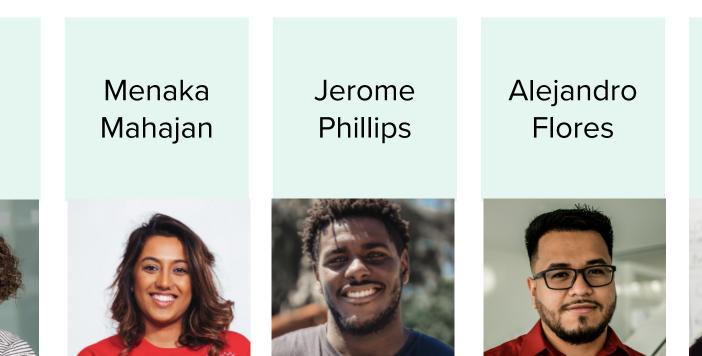
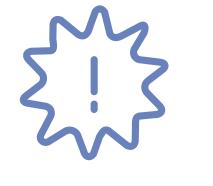
Guided city tours





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



How does someone initially become aware of this process?



What do people experience as they begin the process?



Arrive at

Engage

In the core moments in the process, what



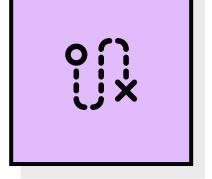
Exit

What do people typically experience as the process finishes?



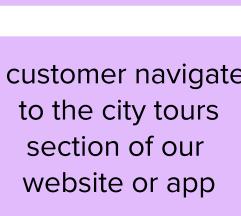
Extend

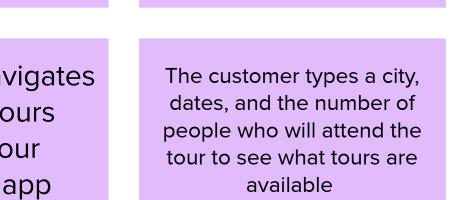
What happens after the experience is over?

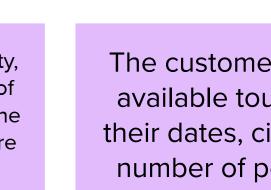


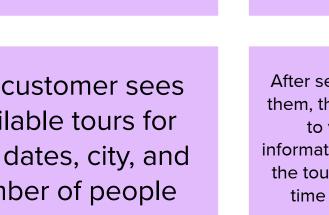
typically experience?

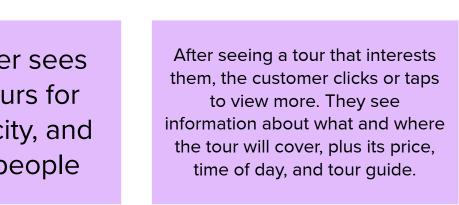


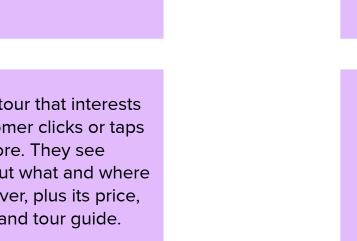


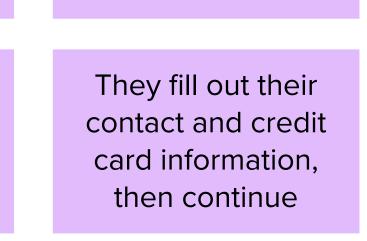


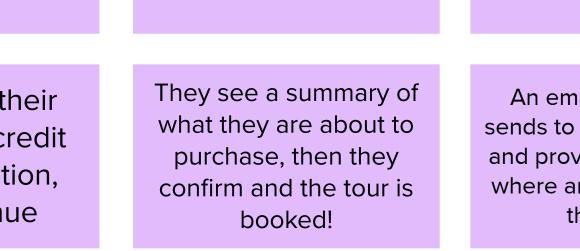


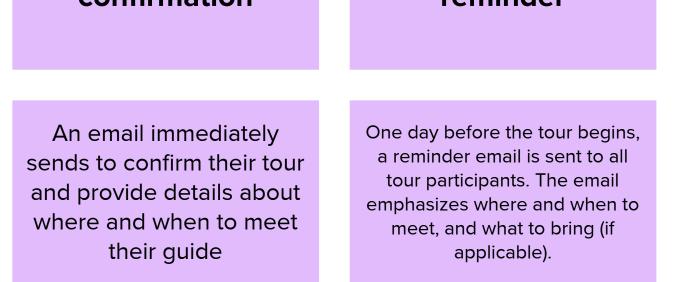


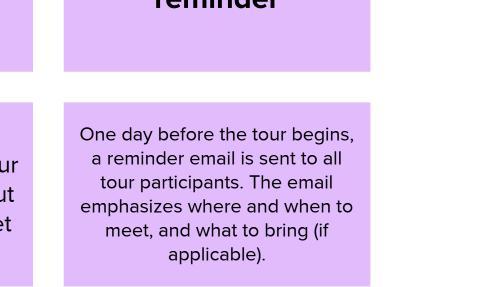


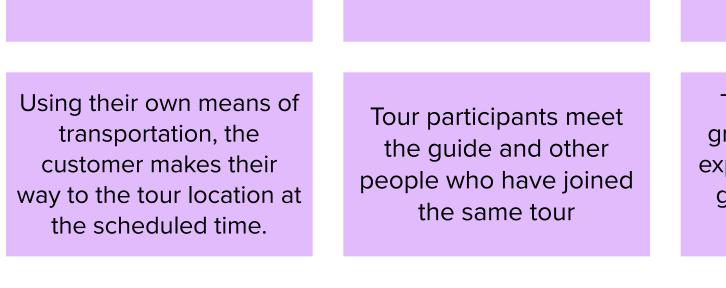


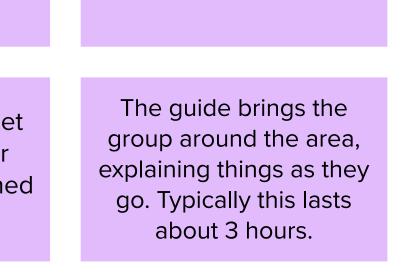


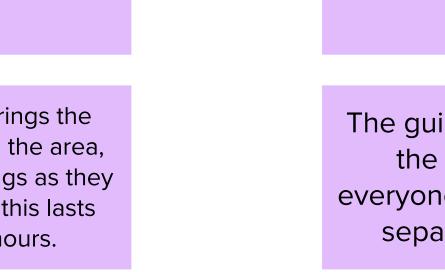


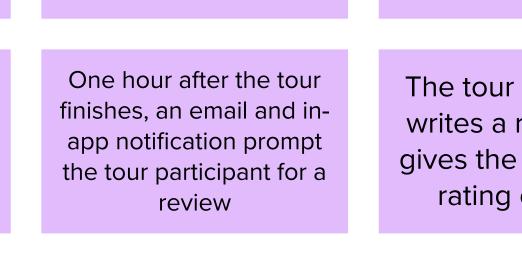


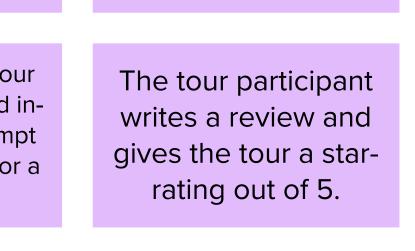




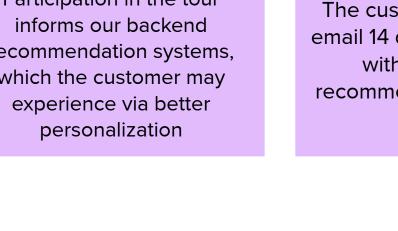


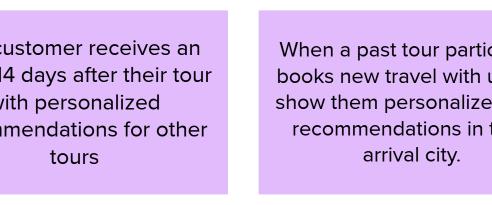










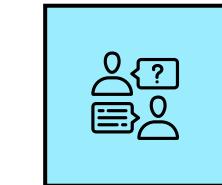




tour suggestions

after new travel

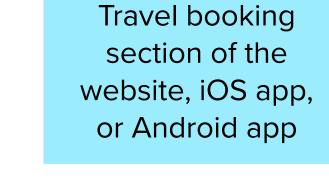
Post-purchase screens website, iOS app, or Android app



Interactions

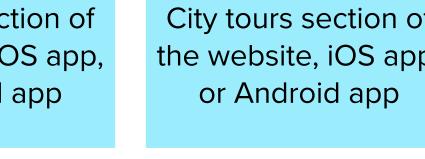
What interactions do they have at each step along the way?

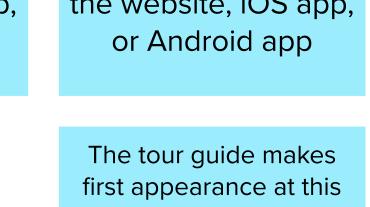
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



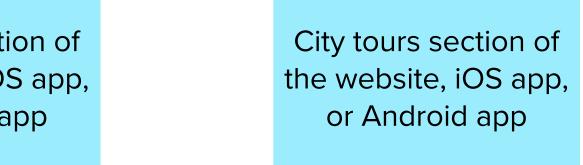


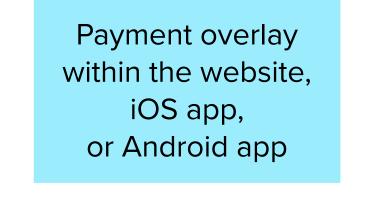


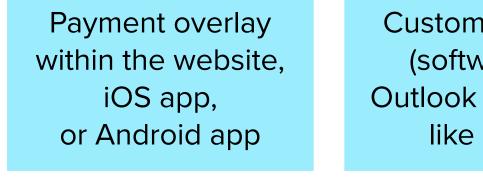


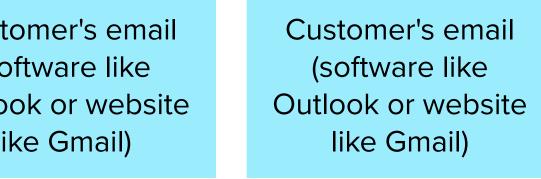


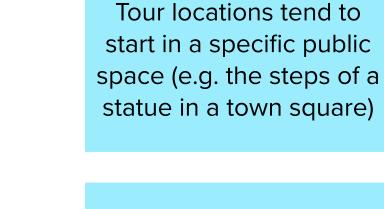
point, although the customer doesn't interact with them yet.

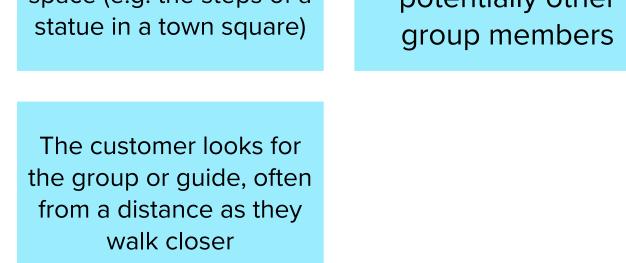




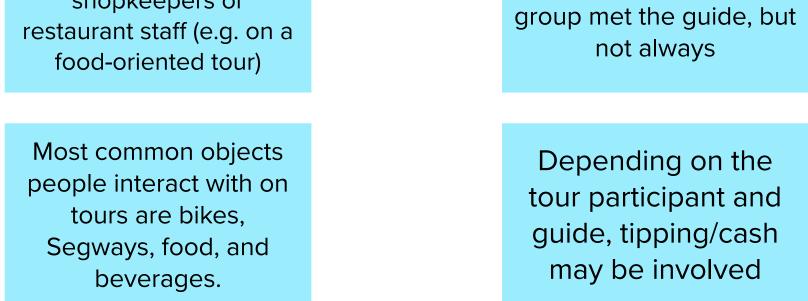


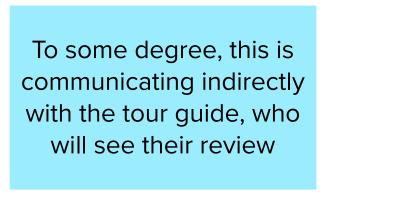






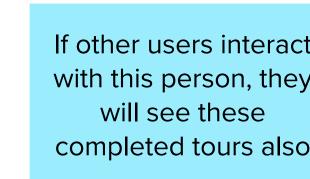






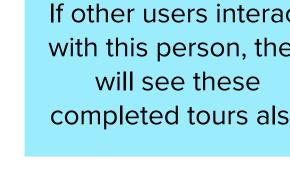
window within the profile

or Android app



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

or Android app



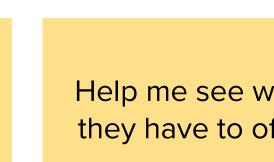


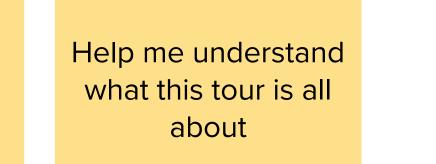
Goals & motivations

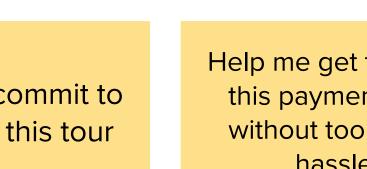
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

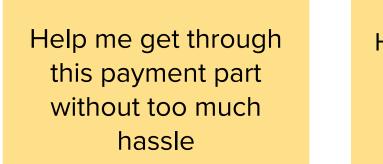


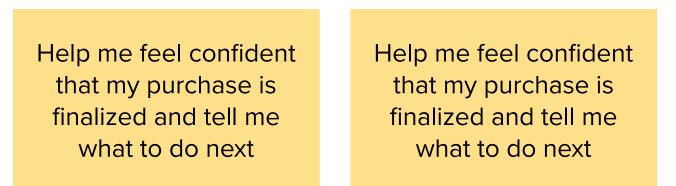


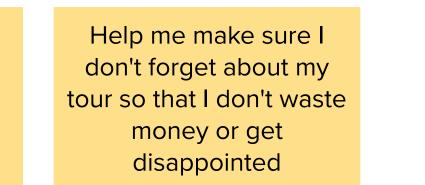


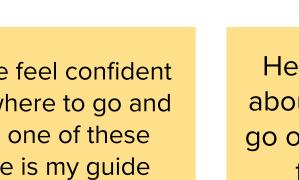


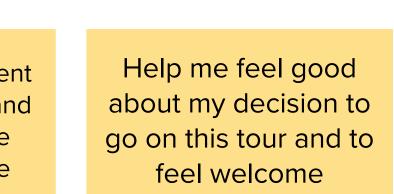


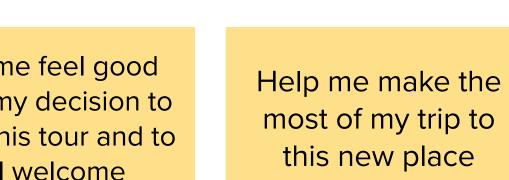


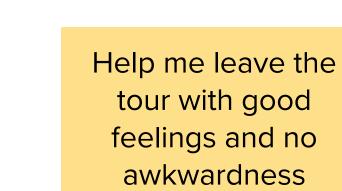






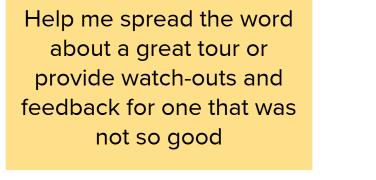


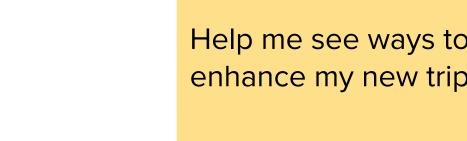


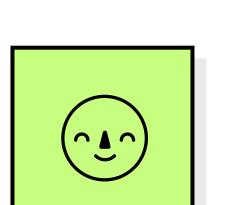


Often takes place at the same place where the



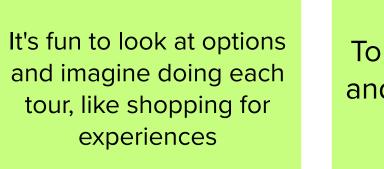


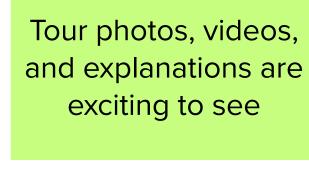


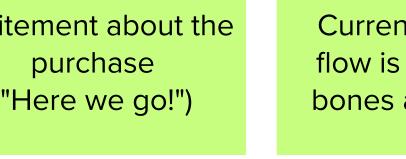


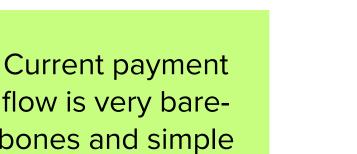
Positive moments

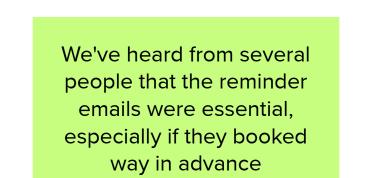
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

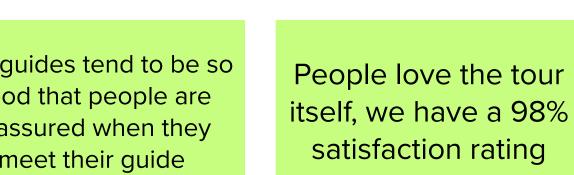


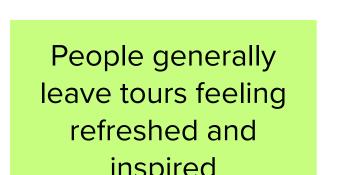


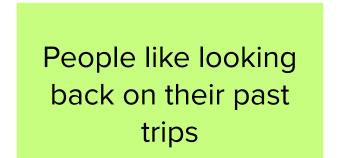


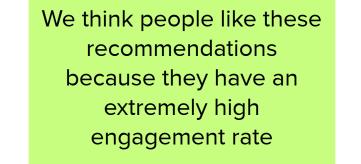








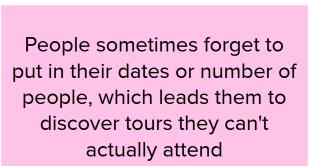


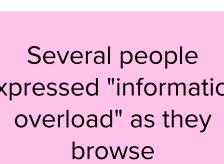




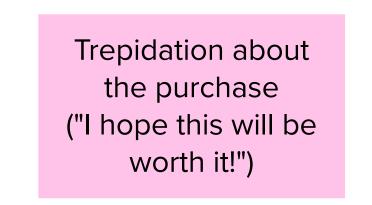
Negative moments

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

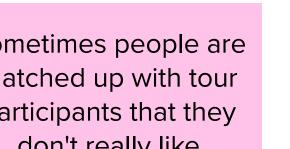


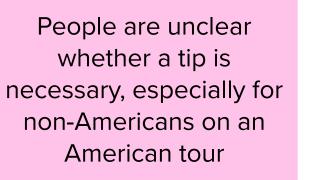


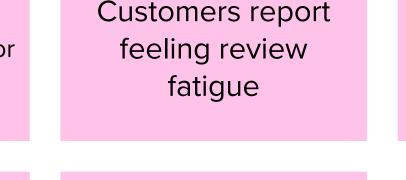


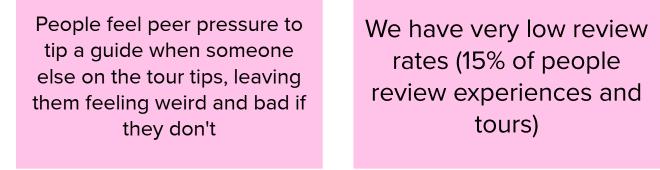


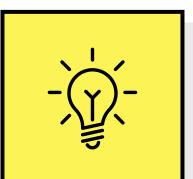






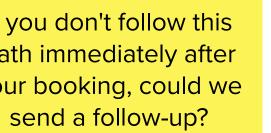


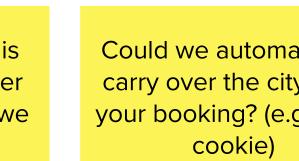




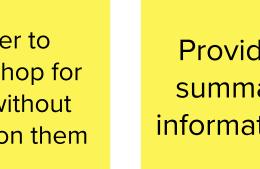
Areas of opportunity

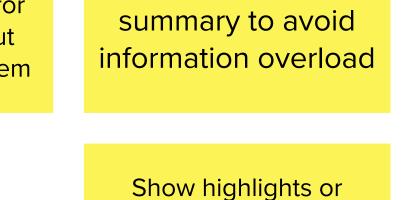
How might we make each step better? What ideas do we have? What have others suggested?



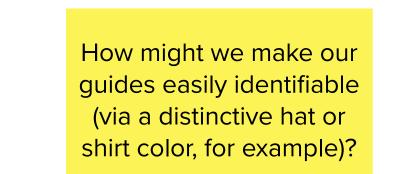








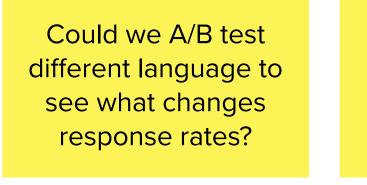
common phrases from reviews, or Uber style





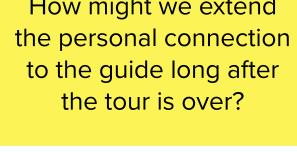
How might we equip

tour? (e.g. via Venmo or









How might we help people celebrate and remember things they've done in the past?