aircraft engine



















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

In the core moments in the process, what happens?



Leave the

guide & group

What do people typically experience as the process finishes?

Prompt for review



What happens after the experience is over?



Steps

What does the person (or group) typically experience?

**Machine learning-based Predictive Analytics for** 

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

View detail on

Email reminder

Experience the tour

Writing & submitting review



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?

Booking other travel

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

Direct interactions with the guide, and potentially other with the guide, and potentially other

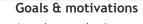
Meet the

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

Often takes place at the same place where the group met the guide, but not always

tour participant and guide, tipping/cash may be involved

with this person, they will see these



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

fun or learn new things on my trip

going on this tour

tour with good feelings and no awkwardness

People describe leaving a review as an arduous process

communicating indirect, with the tour guide, who will see their rend

People like looking back on their past trips

could be doing next

Help me see ways to enhance my new trip



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?

Several people expressed "information overload" as they browse

of fear of commitment at this

It's reassuring to red past traveler

the purchase ("I hope this will be worth it!")

matched up with tour participants that they don't really like

People generally

Could we A/B test

How might we extend

to the guide long after the tour is over?

Areas of opportunity How might we make each step

better? What ideas do we have? What have others suggested?

Could we automatically

Provide a simpler

How might we make our

How might we make it clear that tipping is appreciated but not necessary?

How might we totally eliminate this awkward moment?