Retail store stock

Phases

	Entice	Enter	Engage	Exit	Extend
	Why do we purchase?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?

Steps
What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
Go for another shop — Most customers discover city shops as they are booking a product online	**Start purchase the products** — After deciding to go on this products, they click the Purchase button	**Arrive at home location** — Using their own means of transportation, the customer makes their way to there location at the scheduled time.	**Leave the guide & group** — The guide wraps up and everyone heads their separate ways	**product appears in the user profile** — The completed appears on the "past experiences" area of a customer's profile with a few details on where the group went
Visit website or app — A customer navigates to the city shops section of our website or app	**Complete payment information** — They fill out their contact and credit card information, then continue	**Meet the guide & group** — participants meet the guide and other people who have joined	**Prompt for review** — One hour after the finishes, an email and in-app notification prompt the tour participant for a review	**Personalized recommendations** — Participation in the informs our backend recommendation systems, which the customer may experience via better personalization
Choose a city, dates, and number of people — The customer types a city, dates, and the number of people who will attend the shops to see what products are available	**Confirm payment** — They see a summary of what they are about to purchase, then they confirm and the product is booked!	**Experience the product** — The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.	**Writing & submitting review** — The participant writes a review and gives the quality review a star-rating out of 5.	**Personalized offers** — The customer receives an email 14 days after their with personalized recommendations
Browse available shops — The customer sees available products for their dates, city, and number of people	**Email confirmation** — An email immediately sends to confirm their product and provide details about where and when to meet their guide			**Personalized suggestions after product booking** — When a past participant books new travel with us, we show them personalized tour recommendations in their area/city.
View detail on a single shop — After seeing a shops that interests them, the customer clicks or taps to view more. They see information about what and where/how this will occur, plus its price, time of day, and tour guide.	**Email reminder** — One day before the product begins, a reminder email is sent emphasizing where and when is they go. Typically this lasts about 3 hours.			

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?

Entice	Enter	Engage	Exit	Extend
Product booking section of the website, iOS app, or Android app	City product section of the website, iOS app, or Android app	customer locations tend to start in a specific public space (e.g. the steps of a statue in a town square)	Direct interactions with the guide, and potentially other group members	Completed experiences section of the profile on the website, iOS app, or Android app
section of the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	The customer looks for the group or guide, often from a distance as they walk closer	Often takes place at the same place where the group met the guide, but not always	If other users interact with this person, they will see these completed tours also
City section of the website, iOS app, or Android app	Payment overlay within the website, iOS app, or Android app	Direct interactions with the guide, and potentially other group members	Depending on the tour participant and guide, tipping/cash may be involved	Recommendations span across website, iOS app, or Android app
City section of the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Direct interactions with the guide, and potentially other group members	Customer's email (software like Outlook or website like Gmail)	Customer's email (software like Outlook or website like Gmail)
City section of the website, iOS app, or Android app	Customer's email (software like Outlook or website like Gmail)	Some shops include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour)	To some degree, this is communicating indirectly with the tour guide, who will see their review	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.		Most common objects people interact with on tours are bikes, Segways, food, and beverages.	"Leave a review" modal window within 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...")

Entice	Enter	Engage	Exit	Extend
Help me get this product booked	Help me commit to going	Help me feel confident about where to go and which one of these people is my guide	Help me with good awkwardness	Help me see what I've done before
Help me have more fun or learn new things on my deleavarable	Help me get through this payment part without too much hassle	Help me feel good about my decision to go on this product and to feel welcome	Help me spread the word about a greater provide watch-outs and feedback for one that wasnot so good	Help me see what I could be doing next
Help me avoid seeing the wrong dates, location	Help me feel confident that my purchase is finalized and tell me what to do next	Help me make the most of my purchase to this new place		Help me see ways to enhance my new product
Help me see what they have to offer	Help me feel confident that my purchase is finalized and tell me what to do next			
Help me understand what this retail is all about	Help me make sure I don't forget about my tour so that I don't waste money or get disappointed			

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

Entice	Enter	Engage	Exit	Extend
It's fun to look at options and imagine doing each like shopping for experiences	Excitement about the purchase ("Here we go!")	Our guides tend to be so good that people are reassured when they meet their guide	People generally leave feeling refreshed and inspired	People like looking back
photos, videos, and explanations are exciting to see	Current payment flow is very bare-bones and simple	People love the itself, we have a 98% satisfaction rating		We think people like these recommendations because they have an extremely high engagement rate
It's reassuring to red reviews written by past	We've heard from several people that the reminder emails were essential, especially if they booked way in advance			

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

Entice	Enter	Engage	Exit	Extend
People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend	Trepidation about the purchase ("I hope this will be worth it!")	People expressed awkwardness about finding their guide in a public place	People are unclear whether a tip is necessary, especially for non-Americans on an American tour	
Several people expressed 'information overload' as they browse		Sometimes people are matched up with participants that they don't really like	Customers report feeling review fatigue	
People express a bit of fear of commitment at this step			We have very low review rates (15% of people review experiences and tours)	
			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	
			People 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?

Entice	Enter	Engage	Exit	Extend
If you don't follow this path immediately after your booking, could we send a follow-up?		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 help people celebrate and remember things they've done in the past?
Could we automatically carry over the city from your booking? (e.g. via a cookie)			Could we A/B test different language to see what changes response rates?	How might we extend the personal connection to the guide long after the product is over?
Make it easier to compare and shop for experiences without having to click on them			How might we progressively disclose the full review so that each step feels more simple?	
Provide a simpler summary to avoid information overload			How might we equip people to buy (e.g. via online food or equivalent app)	
Show highlights or common phrases from reviews, or Uber style "great guide" badges?			How might we totally eliminate this awkward moment?	