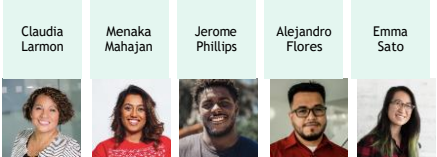


# Guided city tours

Based on ten customer interviews and observations from the Fairplane Guided City Tours team



<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>														
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>To know about delay of flight?</div> <div>Customer should know about the delay of flight and plan accordingly.</div>	<div>Visit website</div> <div>customer can check through the websites for the delay of flights.</div>	<div>Ask to the airline</div> <div>Customer can contact the airline and ask about the flight departure.</div>	<div>Planning on time</div> <div>Customer can plan by asking the airline.</div>	<div>Applications</div> <div>Customer to know about the delay prediction through the right application.</div>	<div>Create a new account</div> <div>Entering the information and creating a login page to customer.</div>	<div>Login to the website</div> <div>By login to the website, we can check the timing of flight.</div>	<div>Confirmation of flight</div> <div>Shows the flight payment and arrival of flight.</div>	<div>Flight details</div> <div>The details of the flight will be shown in the customer login site.</div>	<div>Reminder notification</div> <div>The app will be act as remainder to the customer.</div>	<div>Works</div> <div>The demand of airline is been increasing more.</div>	<div>Select flights</div> <div>Customer use to select the flight for their satisfaction.</div>	<div>Prediction</div> <div>Customer can predict the delay of flight and plan accordingly.</div>	<div>Review/customer satisfaction</div> <div>Customer can comment their experience.</div>	<div>Rating</div> <div>Grading the experience.</div>	<div>Logout</div> <div>After completing all the process, the customer can logout.</div>	<div>Save/print</div> <div>The customer used to save and print the flight ticket.</div>	<div>Flight cancellation</div> <div>The customer will get details of flight and refund of money transaction.</div>	<div>Feedback</div> <div>The customer can say about the experience.</div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><div>■ People: Who do they see or talk to?</div><div>■ Places: Where are they?</div><div>■ Things: What digital touchpoints or physical objects would they use?</div></div>	<div>Bird strikes</div>	<div>Weather forecast</div>	<div>Air traffic control</div>	<div>Mechanical issues</div>	<div>Security clearance</div> <div>Airline announcement</div>	<div>Login to the website</div>	<div>Check the Flight application</div>	<div>Check the rescheduled flight timings</div>	<div>Customer's email</div>	<div>Arrival and departure of flights.</div>	<div>Enter the details of flights.</div>	<div>Check the reason of flight delay</div>	<div>Guidelines of the flight departure.</div>	<div>Safety measures</div>	<div>User can get the details Of the delay flights</div>	<div>Application of flight</div>	<div>User profile application</div>	<div>Homepage</div>	<div>Payment of the application.</div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Avoiding Cancellation of flights</div>	<div>Customer to reach the destination on time</div>	<div>To know about the flight delayed</div>	<div>For customer satisfaction and profit to the airline</div>	<div>Avoid Last minute rush up</div>	<div>Register the application</div>	<div>Edit the application</div>	<div>Exploring about the airline</div>	<div>How many Hours the flight was delayed.</div>	<div>Select the flight</div>	<div>Select the flight which is comfortable.</div>	<div>Developing the applications by updating.</div>	<div>Customer satisfaction</div>	<div>Customer Feedback</div>					
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Arranging to the customers to be care with them</div>	<div>To make customer comfortable</div> <div>Avoid the last minute delay</div>	<div>Low efficiency</div>	<div>Increase in flight cost</div>	<div>Exploring about the flight in virtual</div>	<div>Selecting the route of the flight</div>	<div>Reallocating and cancellation is available.</div>	<div>People generally leave tours feeling refreshed and inspired</div>	<div>To find good airlines</div>	<div>To be Planned in alternate mode of transport</div>									
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Change of planning</div>	<div>Irritated</div>	<div>frustrated</div>	<div>Time Consuming</div>	<div>Cannot be accurate</div>	<div>Time consuming will be more.</div>	<div>Time consuming</div>	<div>Customers report feeling review fatigue</div>	<div>Unpanned Cancellations.</div>	<div>Low review rates available</div>	<div>Customer can review and report</div>								
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Introducing chat boot</div>	<div>Provides a set of process to avoid flight delay</div>	<div>Apps for the airline</div>	<div>Feedback and reviews</div> <div>Advertising the flights</div>	<div>Make easy to access</div>	<div>Can check the remarks and act accordingly.</div>	<div>Can check the customer ratings</div>	<div>Avoiding continues reasons</div>	<div>Alternate e-mail and phone number</div> <div>Checking of Personal information</div>	<div>Advertising the flight</div>	<div>Recommending the offers</div>								

