FAIRPLANE

Guided city tours

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

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SCENARIO

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

	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	creating the website or app Visit website or app Using MNIST dataset Create our CNN model Detect The image	They used for a postal mail sorting,checking processing,from data entry Several steps are achive the proposed AOCR Use decorate the envelope to really unleash your inner playfulness. Support the vector machine Learning algorithms to recognize the patterns and regularities in data.	Turn on the camera to scan the image. Over the past few years the number of ncompanies involved in research on handwritten recognition has developed Develop the zipcode and the postal code. We can do this by typing 1s and 0s.this works as a boolean variable.	Leave the guide & group The guide wraps up the tour and everyone heads their separate ways Prompt for review One hour after the tour finishes, an email and in-app notification prompt the tour participant for a review Writing & submitting review The tour participant writes a review and gives the tour a star-rating out of 5.	Tour appears in the user profile The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went Personalized recommendations Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization Personalized tour offers The customer receives an email 14 days after their tour with personalized recommendations for other tours Personalized tour suggestions after new travel booking When a past tour participant books new travel with us, we show them personalized tour recommendations in their arrival city.
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?	It is not a new technology. But it as not gained public attention until recently There is an obligation for a write to write clearly. in this paper pattern recognition. Decide"apple'if P(apple)>P(orange), otherwise decide"orange'	Use the image Payment overlay within the website, iOS app, or Android app Payment overlay within the website, iOS app, or Android app Customer's email (software like Outlook or website like Gmail)	Tour 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 Direct interactions with the guide, and potentially other group members	Often takes place at the same place where the group met the guide, but not always Direct interactions with the guide, and potentially other group members	Recommendations span across website, iOS app, or Android app Customer's email (software like Outlook or website like Gmail) Post-purchase screens 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...")	Help me get this flight or hotel booked Help me have more fun or learn new things on my trip Help me avoid seeing tours for the wrong dates, locations, or numbers of people Help me see what they have to offer	Help me commit to going on this tour Help me get through this payment part without too much hassle Help me feel confident that my purchase is finalized and tell me what to do next	Help me feel confident about where to go and which one of these people is my guide Help me feel good about my decision to go on this tour and to feel welcome Help me make the most of my trip to this new place	Help me spread the word about a great tour or provide watch-outs and feedback for one that was not so good	Help me see what I've done before Help me see what I could be doing next Help me see ways to enhance my new trip
Positive moments What steps does a typical person	Tour photos, videos, and explanations are exciting to see It's rExcitement about thepurchase ("Here we go!"	We've heard from several people that the reminder emails were essential, especially if they booked way in advance Our guides tend to be so good that people are reassured when they meet their guide	People love the touritself, we have a 98% satisfaction rating		People like looking back on their past trips We think people like these recommendations because they have an extremely high engagement rate

Negative moments

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

People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend

Several people expressed "information overload" as they browse

People express a bit of fear of commitment at this step

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

People expressed awkwardness about finding their guide in a public place

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

People are unclear whether a tip is necessary, especially for non-Americans on an American tour

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

Customers report feeling review fatigue

We have very low review rates (15% of people review experiences and tours)

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?

If you don't follow this path immediately after your booking, could we send a follow-up?

Could we automatically carry over the city from your booking? (e.g. via a cookie)

Make it easier to compare and shop for experiences without having to click on them

Provide a simpler summary to avoid information overload

Show highlights or common phrases from reviews, or Uber style "great guide" badges?

How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?

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

How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app)

How might we totally eliminate this awkward moment?

Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

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

How might we extend the personal connection to the guide long after the tour is over?