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Guided city tours



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?

Heavy workload

Manual way of managing inventory is a tedious process

loss

Bad management leads to understock or overstock

Anxiety

Get a fear about new product

Security

Secure transaction process

profit

Getting profit by using efficient inventory management

Stress free

Product knowledge

Retailer will gain knowledge about the software and way of using it



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 touch points or physical objects would they use?

Other retailer: Who faced similar problem

Ware house

Dealers and customer

Databases to store the inventory data

Employees of the retail store

Products/Stacks

Employee-trained employee to use the system

Recommend to others



Goals & motivations

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

Help me by creating user friendly application for r stock analysis

Help me to store all data without anyr loss

Help me to access the data whenever required

Help me giving alert during low stock

Help me to do secure transaction process

Help me to get authentication for data security



Positive moments

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

Retailer find it exciting ot see the profit gained by using efficient inventory management

The tedious stock management process becomes simple and free

Current payment flow is very bare-bones and simple

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 tour itself, we have a 98% satisfaction rating

People generally leave tours feeling refreshed and inspired

People like looking back on their past trips

We think people like these recommendations because they have an extremely high engagement rate

It's reassuring to red reviews written by past travelers



Negative moments

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

Retailer find it costly to implement the application into their organization

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

Customers report feeling review fatigue

People describe leaving a review as an arduous process

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

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



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 provide the selected services that the retailer so that need can pay only for that

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 a pp)

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?