

# Guided city tours

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

Claudia Laron	Menaka Mahajan	Jerome Phillips	Alejandro Flores	Emma Sato
---------------	----------------	-----------------	------------------	-----------

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?

Booking other travel	Visit website or app	Choose a city, dates, and number of people	Browse available tours	Personalized tour suggestions after new travel	ENTER	EXPERIENCE	CITY TOUR BY CAR	CUSTOMER'S EMAIL	DETAILED	Arrive at tour location	Meet the guide & group	Experience the tour	Leave the guide & group	Prompt for review	Writing & submitting review	Tour appears in the user profile	Personalized recommendations	Personalized tour offers	Personalized tour suggestions after new travel booking
Most customers discover in the booking travel.	A customer navigates to the city tours section of our website	The customer types a city, dates, and the number of people solution for digital visitor experience	The customer sees available tours for their dates, city, and number of people	plus its price, time of day, and tour guide	THE ENTER IN THE CITY	A private, half tour provider to customer	The previously given by the provider to customer	Locality tour entrol in the email address	Personal details are enter	Visiting a location, for a purpose relating to the duties of public official, and not primarily for entertainment.	Car meets are a stable of the automotive community.	A chauffeur driven passenger vehicle other than a bus operated for the principal purpose of sight-seeing tours.	The guide exit from a room or building you leave it	The purpose of car review is to let the readers know what life would be like if they purchased that	A fun and rewarding experience	The completed tour appears on the "past experiences" pre-installed and active in the car	In a design project. An audio content recommendation	The customer receives an email 3-4 days after their tour with personalized A car that is built to the buyer's own specification	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?

Travel booking section of the website,	City tours section of the website, Android app	City tours section of the website, iOS app,	City tours section of the website, iOS app,	City tours section of the iOS app, or Android app	City tours section of the website, iOS app,	Payment overlay within the website, Android app	Payment overlay within the website , Android app	Customer's email (software like Outlook or website like Gmail)	Customer's email (software like Outlook or website like Gmail)	Tour locations tend to start in a specific public space in city tour	Direct interactions with the guide,	and potentially other group members	Direct interactions with the guide, and potentially other group members	Customer's email	"Leave a review" modal window within the profile on the iOS app, or Android app	Completed experiences section of the profile on the pest experience in webside	Recommendations span across iOS app	Customer's email (software like Outlook)	Post-purchase screens website, iOS app, or Android app
				The tour guide makes first appearance at this point, although the customer doesn't interact with them yet.						The customer looks for the group or guide, often from a distance as they walk closer		Some tours include interactions with shopkeepers or restaurant staff	Often takes place at the same place where the group met the guide, but not always		To some degree, this is communicating indirectly with the tour guide	If other users interact with this person, they will see these completed tours also			
												Most common objects people interact with on tours are bikes, Segways, food, and beverages.	Depending on the tour participant and guide, tipping/cash may be involved						

### 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	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 understand	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 that my purchase is finalized and tell me what to do next	Help me make sure I don't forget about my tour so that I don't waste money or get disappointed	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 leave the tour with good feelings and no awkwardness		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 find enjoyable, productive, fun, motivating, delightful, or exciting?

It's fun to look at options and imagine doing each tour, like shopping for experiences	Tour photos, videos, and explanations are exciting to see	Excitement about the purchase ("Here we go!")	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
	It's reassuring to read reviews written by past travelers								

### 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	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 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	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 equip people to tip after the tour? (e.g. via Venmo or equivalent app)	learn that tipping is appreciated but not necessary?	we make a key insight
			Show highlights or							

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?

H  
o  
w  
m  
i  
g  
h  
t  
w  
e  
h  
e  
l  
p  
e  
o  
p  
i  
e  
c  
e  
l  
e  
b  
r  
a  
t  
e  
a  
n  
d  
r  
e  
m  
e  
m  
b  
e  
r  
t  
h  
i  
n  
B  
s  
t  
h  
e  
Y  
v  
e  
d  
o  
n  
e  
l  
n  
t  
h  
e  
p  
a  
s  
t  
?

H  
o  
w  
m  
i  
g  
h  
t  
w  
e  
e  
x  
t  
e  
n  
d  
t  
h  
e  
p  
e  
r  
s  
o  
n  
a  
l  
c  
o  
n  
n  
e  
c  
t  
i  
o  
n  
t  
o  
t  
h  
e  
g  
u  
i  
d  
e  
l  
o  
n  
g  
a  
f  
t  
e  
r  
t  
h  
e  
t  
o  
u  
r  
i  
s  
o  
v  
e  
r  
?

How might we totally eliminate this awkward moment?