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

























Guided city tours

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



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?

from doctor and receive medicine

Visiting Doctor

Feed back



Interactions

What interactions do they have at each step along the way?

- **People:** Who do they see or talk to?
- Places: Where are they?

Goals & motivations

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

■ **Things:** What digital touchpoints or physical objects would they use?



the word about good

Help me find ways to take care of my skin and health even



Positive moments

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



Negative moments

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



Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

areas of Image should common phrases of ppurtunity bigh in quality websites

How might we help people to learn more about these AI prescribed home treatments?