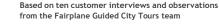
# Signs with Smart Connectivity for Better Road Safety.

























Browsing, booking, attending, and rating  $\boldsymbol{a}$ 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?



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?



Arrive at tour location

Experience the Jouney smoother.

Leave the guide & group



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?



Drive ELITE!

ACCURATE1!

The customer looks for the group or guide, ofte from a distance as they walk closer

Weather Monitoring

Safe Journey!

### Goals & motivations

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



Help me see what I've done before



### Positive moments

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

People generally leave tours feeling refreshed and inspired

People like looking back on their past trips



### Negative moments

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

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



# Areas of opportunity

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