**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 happens?



### Exit

What do people typically experience as the process finishes?



# **Extend**

experience is over?



What happens after the



## Steps

What does the person (or typically experience?

r group)	















Email reminder





Experience the tour











# 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?



City tours section of he website, iOS app, or Android app

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City tours section of the website, iOS app, he website, iOS app,

within the website iOS app, or Android app

iOS app, or Android app

start in a specific public space (e.g. the steps of a statue in a town square) with the guide, and potentially other

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

communicating indirect with the tour guide, wh will see their review

If other users interact with this person, the will see these completed tours also

span across website, iOS app, or Android



### **Goals & motivations**

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



Help me leave the tour with good feelings and no awkwardness

Help me see ways to



#### **Positive moments**

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

exciting to see



#### **Negative moments**

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



# Areas of opportunity