FAIRPLANE ✈

Guided city tours

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SCENARIO
Browsing, booking, attending, and rating a local city tour

Phases

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?

Rows

Steps — What does the person (or group) typically experience?

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?

Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

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?

ENTICE

Booking other travel — Most customers discover city tours as they are booking other Fairplane travel.
- Interactions: Travel booking section of the website, iOS app, or Android app
- Area of opportunity: If you don't follow this path immediately after your booking, could we send a follow-up?

Visit website or app — A customer navigates to the city tours section of our website or app.
- Interactions: City tours section of the website, iOS app, or Android app
- Goal: Help me have more fun or learn new things on my trip
- Area of opportunity: Could we automatically carry over the city from your booking? (e.g. via a cookie)

Choose a city, dates, and number of people — The customer types a city, dates, and the number of people who will attend the tour to see what tours are available.
- Interactions: City tours section of the website, iOS app, or Android app
- Goal: Help me avoid seeing tours for the wrong dates, locations, or numbers of people
- Negative moment: People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend

Browse available tours — The customer sees available tours for their dates, city, and number of people.
- Interactions: City tours section of the website, iOS app, or Android app
- Goal: Help me see what they have to offer
- Positive moment: It's fun to look at options and imagine doing each tour, like shopping for experiences
- Negative moment: Several people expressed "information overload" as they browse
- Area of opportunity: Make it easier to compare and shop for experiences without having to click on them

View detail on a single tour — After seeing a tour that interests them, the customer clicks or taps to view more. They see information about what and where the tour will cover, plus its price, time of day, and tour guide.
- Interactions: City tours section of the website, iOS app, or Android app. The tour guide makes first appearance at this point, although the customer doesn't interact with them yet.
- Goal: Help me understand what this tour is all about
- Positive moments: Tour photos, videos, and explanations are exciting to see / It's reassuring to read reviews written by past travelers
- Negative moment: People express a bit of fear of commitment at this step
- Areas of opportunity: Provide a simpler summary to avoid information overload / Show highlights or common phrases from reviews, or Uber style "great guide" badges?

ENTER

Start purchase of a tour — After deciding to go on this tour, they click the Purchase button.
- Interactions: City tours section of the website, iOS app, or Android app
- Goal: Help me commit to going on this tour
- Positive moment: Excitement about the purchase ("Here we go!")
- Negative moment: Trepidation about the purchase ("I hope this will be worth it!")

Complete payment information — They fill out their contact and credit card information, then continue.
- Interactions: Payment overlay within the website, iOS app, or Android app
- Goal: Help me get through this payment part without too much hassle
- Positive moment: Current payment flow is very bare-bones and simple

Confirm payment & book tour — They see a summary of what they are about to purchase, then they confirm and the tour is booked!
- Interactions: Payment overlay within the website, iOS app, or Android app
- Goal: Help me feel confident that my purchase is finalized and tell me what to do next

Email confirmation — An email immediately sends to confirm their tour and provide details about where and when to meet their guide.
- Interactions: Customer's email (software like Outlook or website like Gmail)
- Goal: Help me feel confident that my purchase is finalized and tell me what to do next

Email reminder — One day before the tour begins, a reminder email is sent to all tour participants. The email emphasizes where and when to meet, and what to bring (if applicable).
- Interactions: Customer's email (software like Outlook or website like Gmail)
- Goal: Help me make sure I don't forget about my tour so that I don't waste money or get disappointed
- Positive moment: We've heard from several people that the reminder emails were essential, especially if they booked way in advance

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ENGAGE

Arrive at tour location — Using their own means of transportation, the customer makes their way to the tour location at the scheduled time.
- Interactions: Tour locations tend to start in a specific public space (e.g. the steps of a statue in a town square). The customer looks for the group or guide, often from a distance as they walk closer.
- Goal: Help me feel confident about where to go and which one of these people is my guide
- Negative moment: People expressed awkwardness about finding their guide in a public place
- Area of opportunity: How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?

Meet the guide & group — Tour participants meet the guide and other people who have joined the same tour.
- Interactions: Direct interactions with the guide, and potentially other group members
- Goal: Help me feel good about my decision to go on this tour and to feel welcome
- Negative moment: Sometimes people are matched up with tour participants that they don't really like

Experience the tour — The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.
- Interactions: Direct interactions with the guide, and potentially other group members. Some tours include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour). Most common objects people interact with on tours are bikes, Segways, food, and beverages.
- Goal: Help me make the most of my trip to this new place
- Positive moments: 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

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EXIT

Leave the guide & group — The guide wraps up the tour and everyone heads their separate ways.
- Interactions: 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. Depending on the tour participant and guide, tipping/cash may be involved.
- Goal: Help me leave the tour with good feelings and no awkwardness
- Positive moment: People generally leave tours feeling refreshed and inspired
- Negative moments: People are unclear whether a tip is necessary, especially for non-Americans on an American tour / 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
- Areas of opportunity: 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 app) / How might we totally eliminate this awkward moment?

Prompt for review — One hour after the tour finishes, an email and in-app notification prompt the tour participant for a review.
- Interactions: Customer's email (software like Outlook or website like Gmail)
- Goal: Help me spread the word about a great tour or provide watch-outs or feedback for one that was not so good
- Negative moments: Customers report feeling review fatigue / We have very low review rates (15% of people review experiences and tours)
- Area of opportunity: Could we A/B test different language to see what changes response rates?

Writing & submitting review — The tour participant writes a review and gives the tour a star-rating out of 5.
- Interactions: "Leave a review" modal window within the profile on the website, iOS app, or Android app. To some degree, this is communicating indirectly with the tour guide, who will see their review.
- Negative moment: People describe leaving a review as an arduous process
- Area of opportunity: How might we progressively disclose the full review to that each step feels more simple?

EXTEND

Tour appears in the user profile — The completed tour appears on the "past experiences" area of a customer's profile with a few details on where the group went.
- Interactions: Completed experiences section of the profile on the website, iOS app, or Android app. If other users interact with this person, they will see these completed tours also.
- Goal: Help me see what I've done before
- Positive moment: People like looking back on their past trips
- Area of opportunity: How might we help people celebrate and remember things they've done in the past?

Personalized recommendations — Participation in the tour informs our backend recommendation systems, which the customer may experience via better personalization.
- Interactions: Recommendations span across website, iOS app, or Android app
- Goal: Help me see what I could be doing next

Personalized tour offers — The customer receives an email 14 days after their tour with personalized recommendations for other tours.
- Interactions: Customer's email (software like Outlook or website like Gmail)

Personalized tour suggestions after new travel booking — When a past tour participant books new travel with us, we show them personalized recommendations in their arrival city.
- Interactions: Post-purchase screens website, iOS app, or Android app
- Goal: Help me see ways to enhance my new trip
- Positive moment: We think people like these recommendations because they have an extremely high engagement rate
- Area of opportunity: How might we extend the personal connection to the guide long after the tour is over?