|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **F A I R P L A N E**  **Guided city tours** | | | | | | | | | | | | | | | **Based on ten customer interviews and observations from the Fairplane Guided City Tours team** | | | | | | | | | | | | | | |
| Alejandro Flores  Claudia Larmon  Jerome Phillips  Menaka Mahajan  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 fnishes? | | |  | | **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** | | **View detail on a single tour** | **Start purchase of a tour** | | **Complete payment information** | **Confrm payment & book tour** | **Email**  **confrmation** | **Email**  **reminder** | **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 profle** | | **Personalized**  **recommendations** | **Personalized tour offers** | **Personalized**  **tour suggestions**  **after new travel**  **booking** |
| Most customers  discover city tours as  they are booking other  Fairplane travel | | A customer navigates to the city tours  section of our website or app | The customer types a city,  dates, and the number of  people who will attend the  tour to see what tours are  available | The customer sees available tours for their dates, city, and number of people | | 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. | After deciding to go  on this tour, they  click the Purchase  button | | They fllout their  contact and credit  card information,  then continue | They see a summary of  what they are about to  purchase, then they  confrm and the tour is  booked! | An email immediately  sends to confrm their tour  and provide details about  where and when to meet  their guide | 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). | Using their own means of  transportation, the  customer makes their  way to the tour location at  the scheduled time. | | Tour participants meet  the guide and other  people who have joined  the same tour | The guide brings the  group around the area,  explaining things as they  go. Typically this lasts  about 3 hours. | | The guide wraps up  the tour and  everyone heads their  separate ways | | One hour after the tour  fnishes, an email and in-  app notifcation prompt  the tour participant for a  review | The tour participant  writes a review and  gives the tour a star-  rating out of 5. | | The completed tour appears  on the "past experiences"  area of a customer's profle  with a few details on where  the group went | | Participation in the tour  informs our backend  recommendation systems,  which the customer may  experience via better  personalization | The customer receives an  email 14 days after their tour  with personalized  recommendations for other  tours | When a past tour participant  books new travel with us, 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, iOS app,  or Android app | | City tours section of  the website, iOS app,  or Android app | City tours section of  the website, iOS app,  or Android app | City tours section of  the website, iOS app,  or Android app | | City tours section of  the website, iOS app,  or Android app | City tours section of  the website, iOS app,  or Android app | | Payment overlay  within the website,  iOS app,  or Android app | Payment overlay  within the website,  iOS app,  or 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 specifc public space (e.g. the steps of a statue in a town square) | | Direct interactions  with the guide, and  potentially other  group members | Direct interactions  with the guide, and  potentially other  group members | | Direct interactions  with the guide, and  potentially other  group members | | Customer's email  (software like  Outlook or website  like Gmail) | “Leave a review” modal  window within the profle  on the website, iOS app,  or Android app | | Completed experiences  section of the profle on  the website, iOS app,  or Android app | | Recommendations  span across website,  iOS app, or Android  app | Customer's email  (software like  Outlook or website  like Gmail) | Post-purchase  screens website, iOS app, or Android app |
| The tour guide makes  frst 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 (e.g. on a  food-oriented tour) | | 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, who  will see their review | | 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 avoid seeing  Help me get this  fight or hotel  booked  Help me have more fun or learn new things on my trip  Help me understand  what this tour is all  about  tours for the wrong  Help me see what they have to offer  dates, locations, or  numbers of people | | | | | | | Help me commit to going on this tour | | Help me get through  this payment part  without too much  hassle | Help me feel confdent  that my purchase is  fnalized and tell me  what to do next | Help me feel confdent  that my purchase is  fnalized 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 confdent  about where to go and  which one of these  people is my guide | | Help me feelgood  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 fnd 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 fowis 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  because they have an  extremely high  engagement rate | | |
| It's reassuring to red  reviews written by  past travelers |
|  | **Negative moments**  What steps does a typical person  fnd 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  fnding 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 tipis  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 | How might we make our guides easily identifable (via a distinctive hat or shirt color, for example)? | | | | | | | | How might we make it  clear that tipping is  appreciated but not  necessary? | | | | | 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? | | How might we help  people celebrate and  remember things they've  done in the past? | | | | |
| Show highlights or common phrases from reviews, or Uber style "great guide" badges? | How might we equip  people to tip after the  tour? (e.g. via Venmo or  equivalent app) | | | | | How might we extend  the personal connection  to the guide long after  the tour is over? | | | | |
| How might we totally  eliminate this  awkward moment? | | | | |