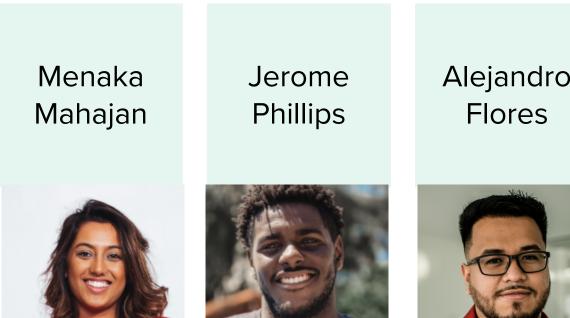
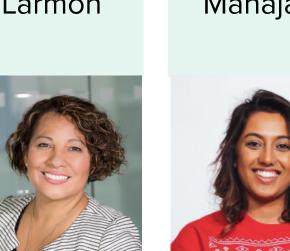
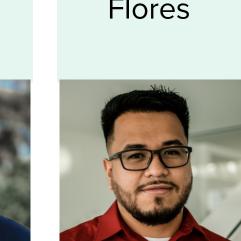
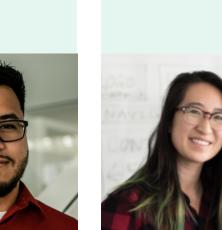
Guided city tours





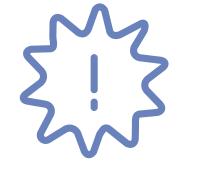








Browsing, booking, attending, and rating a local city tour



How does someone initially become aware of this process?



What do people experience as they begin the process?



Arrive at

Engage

In the core moments in the process, what



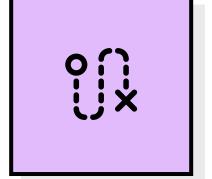
Exit

What do people typically experience as the process finishes?

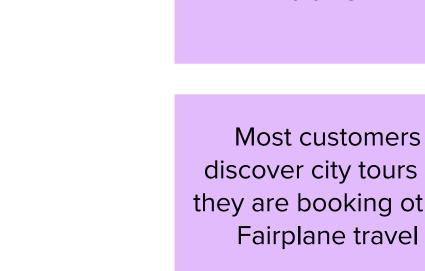


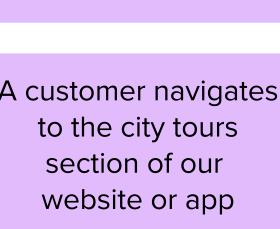
Extend

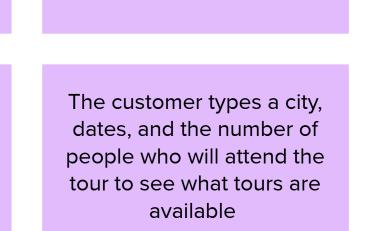
What happens after the experience is over?

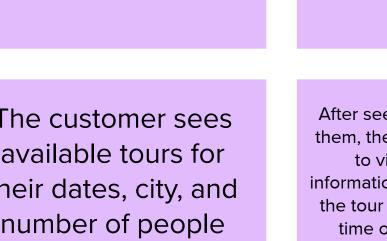


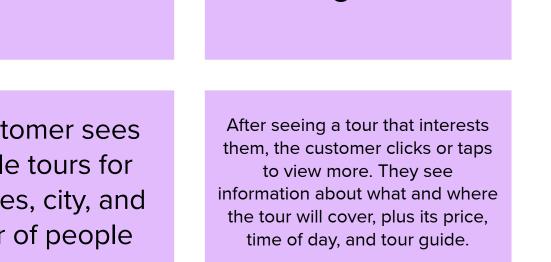
typically experience?

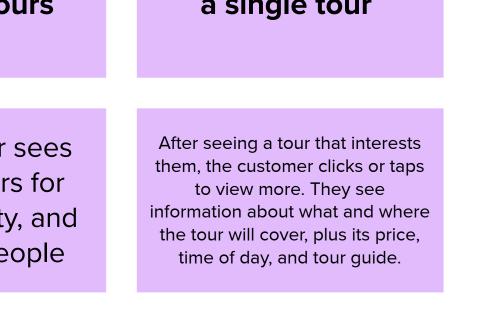


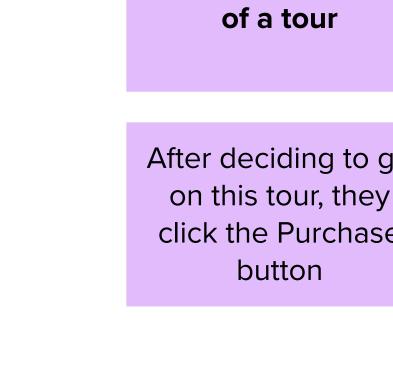


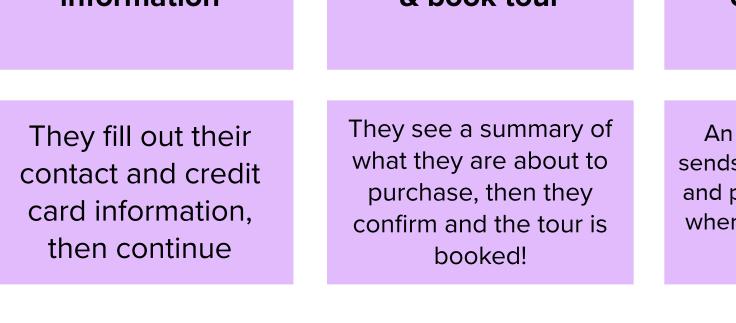


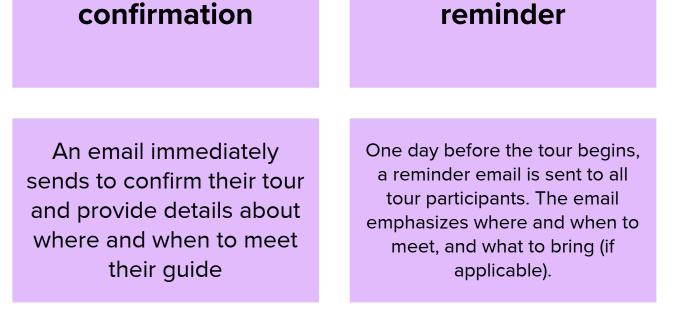


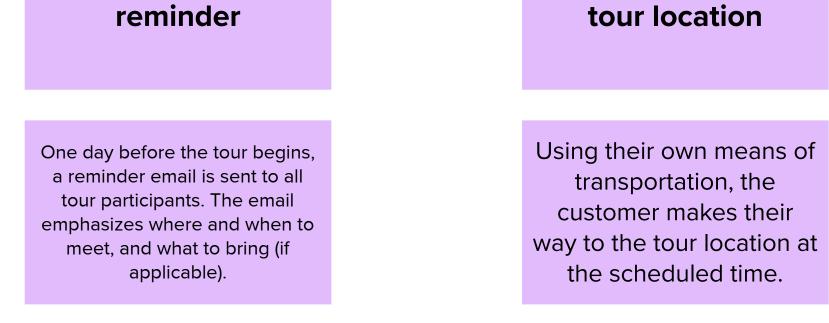


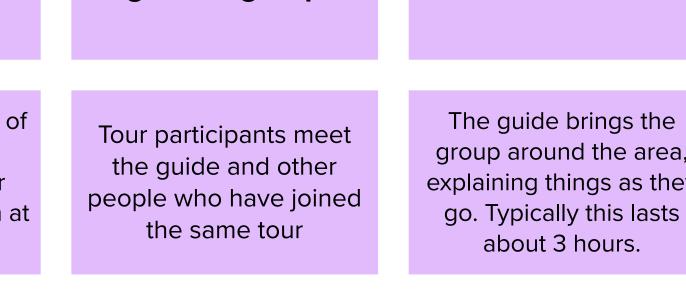


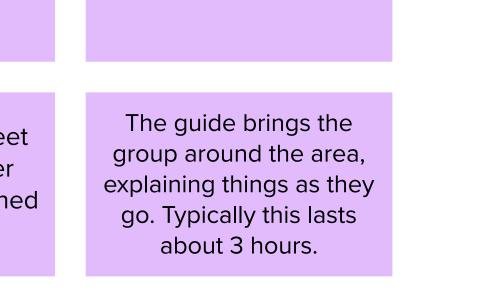


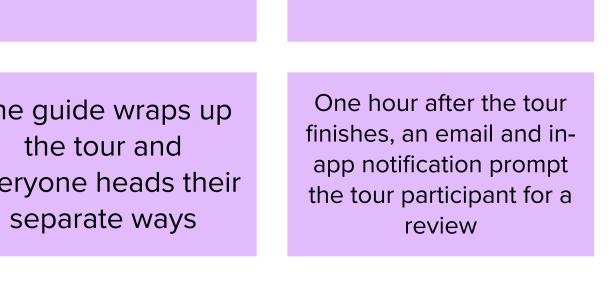


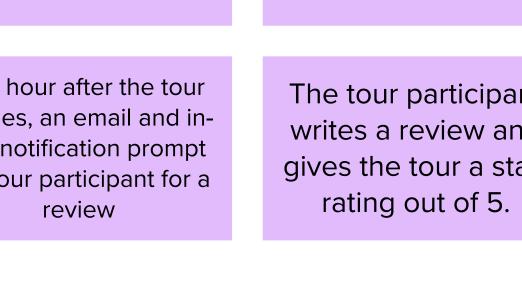


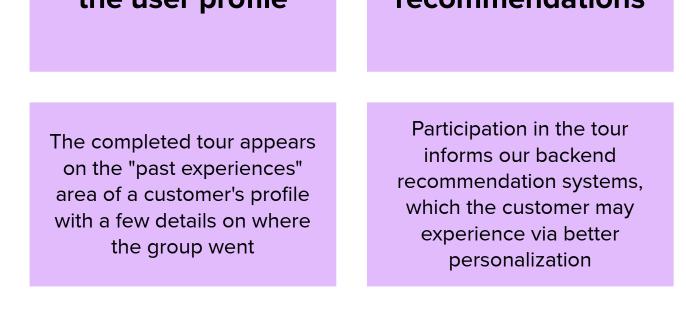












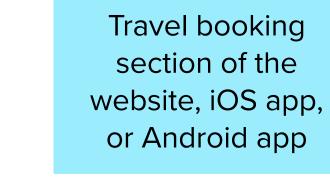


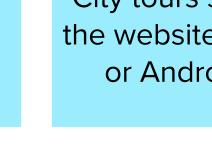


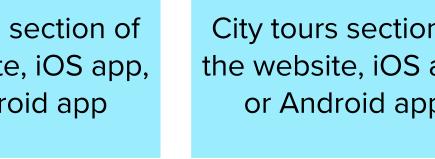
Interactions

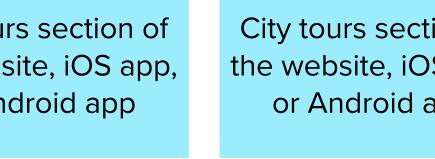
What interactions do they have at each step along the way?

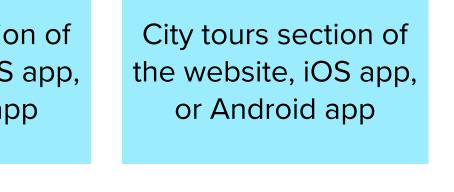
- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?





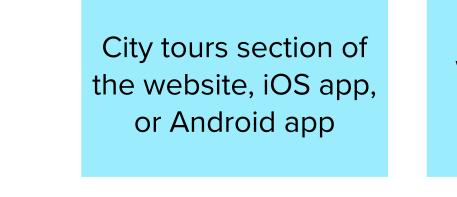


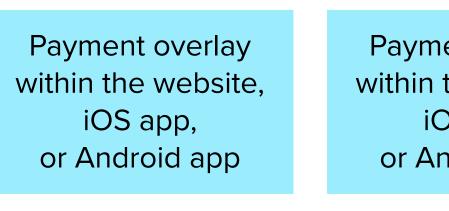




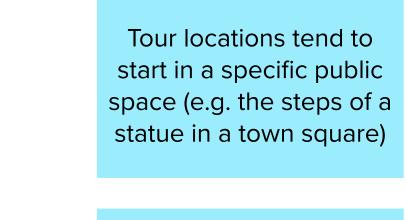
The tour guide makes first appearance at this

point, although the customer doesn't interact with them yet.

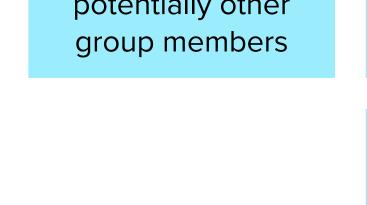








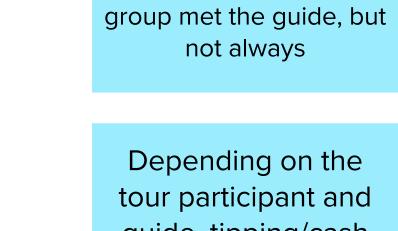
The customer looks for the group or guide, often from a distance as they walk closer



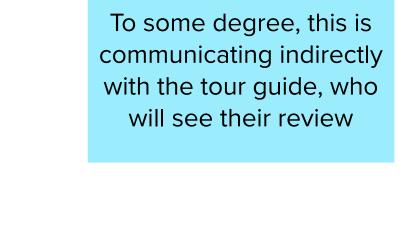


Most common objects people interact with on

tours are bikes, Segways, food, and beverages.

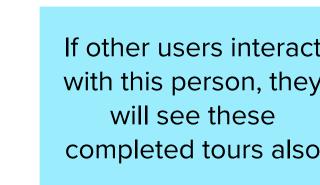


Often takes place at the same place where the



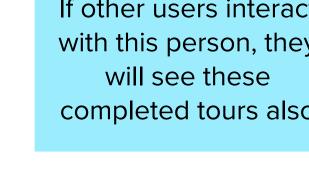
window within the profile

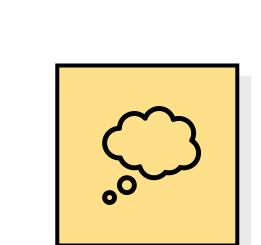
or Android app



Completed experiences section of the profile on the website, iOS app,

or Android app



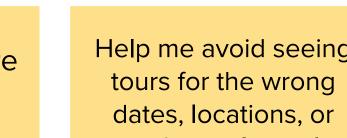


Goals & motivations

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

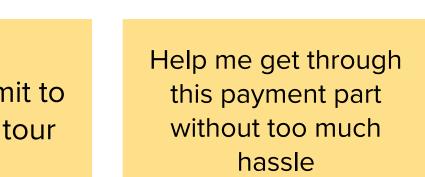


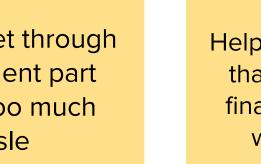
Help me have more fun or learn new things on my trip

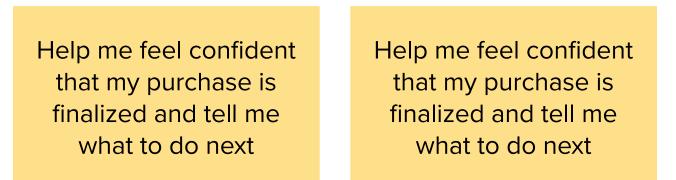


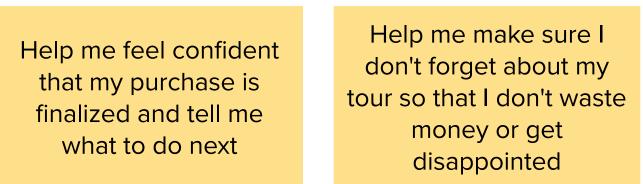


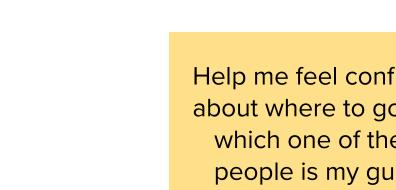


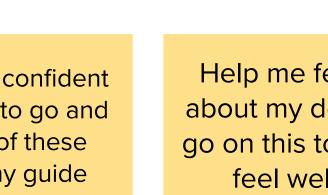


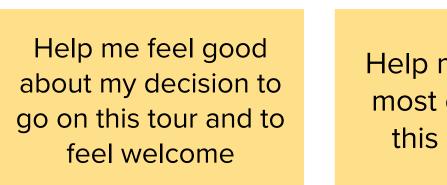


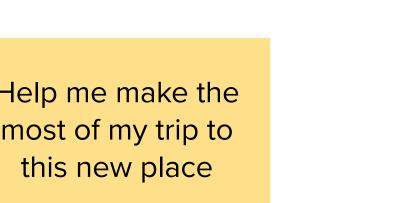


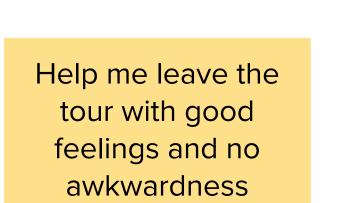


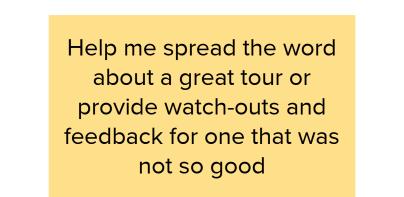


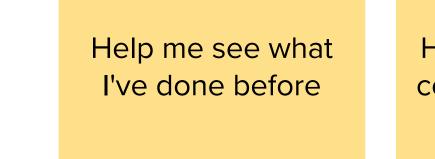


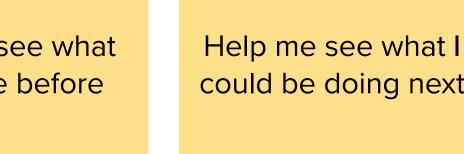


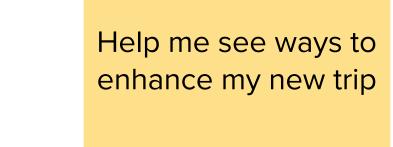




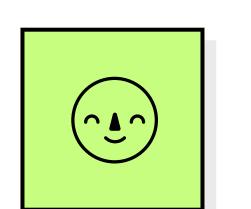






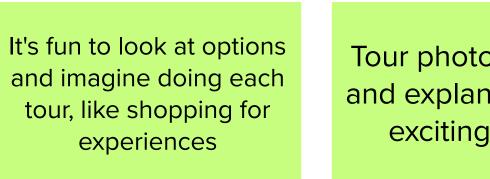


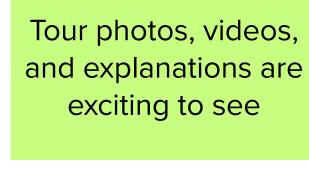
Post-purchase screens website, iOS app, or Android app

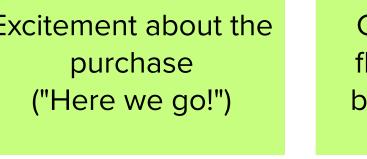


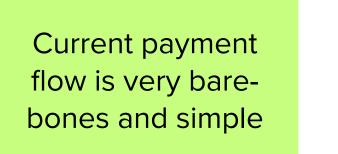
Positive moments

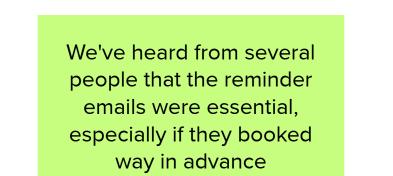
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

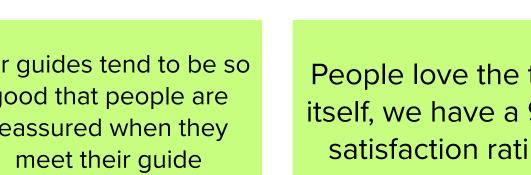


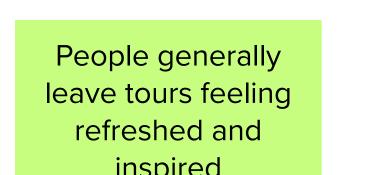


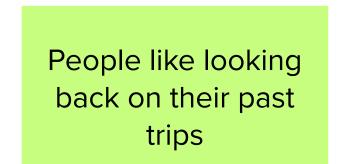


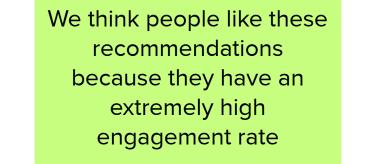


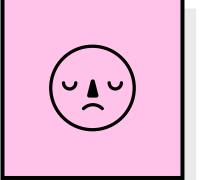






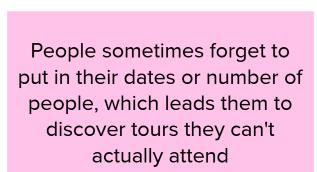




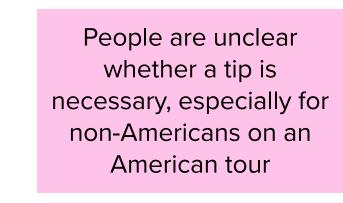


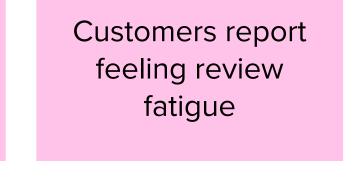
Negative moments

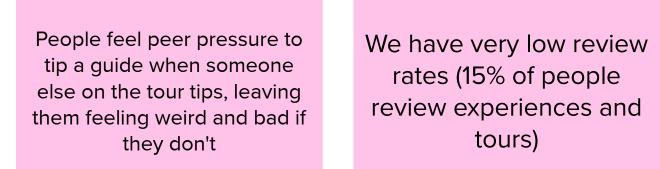
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

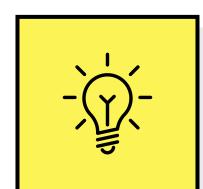


Trepidation about the purchase ("I hope this will be worth it!")



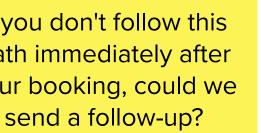


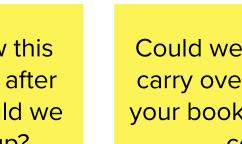


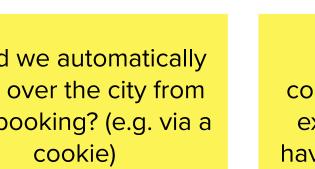


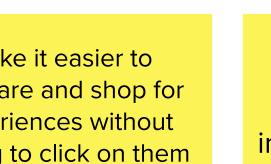
Areas of opportunity

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

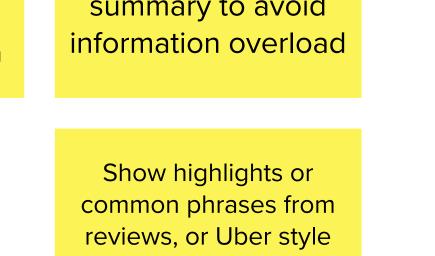


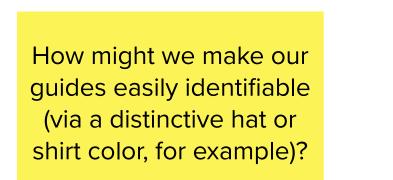


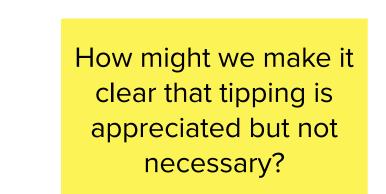






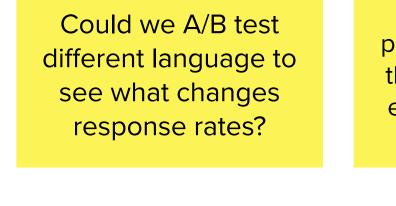


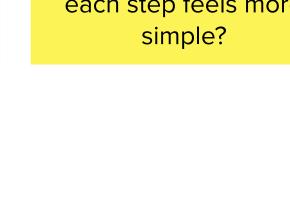




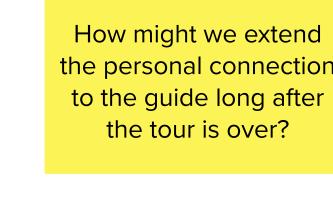
How might we equip

tour? (e.g. via Venmo or









How might we help people celebrate and remember things they've done in the past?