SB Flight Finder ➤

Guided city tours

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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 finishes?

🕐 Extend
What happens after the experience is over?

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

Entice

Booking other travel	Visit website or app	Choose a city, dates, and number of people	Browse available tours	View detail on a single tour
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 when the tour will cover, plus its price, time of day, and tour guide.

Enter

Start purchase of a tour	Complete payment information	Confirm payment & book tour	Email confirmation	Email reminder
After deciding to go on this tour, they click the Purchase button	They fill out their contact and credit card information, then continue	They see a summary of what they are about to purchase, then they confirm and the tour is booked!	An email immediately sends to confirm 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).

Engage

Arrive at tour location	Meet the guide & group	Experience the tour
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.

Exit

Leave the guide & group	Prompt for review	Writing & submitting review
The guide wraps up the tour and everyone heads their separate ways	One hour after the tour finishes, an email and in-app notification prompt the tour participant for a review	The tour participant writes a review and gives the tour a star-rating out of 5.

Extend

Tour appears in the user profile	Personalized recommendations	Personalized tour offers	Personalized tour suggestions after new travel booking
The completed tour appears on the "past experiences" area of a customer's profile 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?

Entice

Booking other travel	Visit website or app	Choose a city	Browse available tours	View detail
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
				The tour guide makes first appearance at this point, although the customer doesn't interact with them yet.

Enter

Start purchase	Complete payment	Confirm payment	Email confirmation	Email reminder
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)

Engage

Arrive at tour location	Meet the guide & group	Experience the tour
Tour locations tend to start in a specific 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
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)	Most common objects people interact with on tours are bikes, Segways, food, and beverages.

Exit

Leave the guide & group	Prompt for review	Writing & submitting review
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 profile on the website, iOS app, or Android app
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
Depending on the tour participant and guide, tipping/cash may be involved		

Extend

Tour appears in the user profile	Personalized recommendations	Personalized tour offers	Personalized tour suggestions
Completed experiences section of the profile 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
If other users interact with this person, they will see these completed tours also			

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

Entice
- Help me get this flight or hotel booked
- Help me have more fun or learn new things on my trip
- Help me avoid seeing tours for the wrong dates, locations, or numbers of people
- Help me see what they have to offer
- Help me understand what this tour is all about

Enter
- Help me commit to going on this tour
- Help me get through this payment part without too much hassle
- Help me feel confident that my purchase is finalized and tell me what to do next
- Help me feel confident that my purchase is finalized 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

Engage
- Help me feel confident about where to go and which one of these people is my guide
- Help me feel good about my decision to go on this tour and to feel welcome
- Help me make the most of my trip to this new place

Exit
- 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

Extend
- 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 find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice
- 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
- It's reassuring to read reviews written by past travelers

Enter
- Excitement about the purchase ("Here we go!")
- Current payment flow is very bare-bones and simple

Engage
- 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

Exit
- People generally leave tours feeling refreshed and inspired

Extend
- People like looking back on their past trips
- We think people like these recommendations because they have an extremely high engagement rate

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

Entice
- 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

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

Engage
- People expressed awkwardness about finding their guide in a public place
- Sometimes people are matched with tour participants that they don't really like

Exit
- 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
- Customers report feeling review fatigue
- We have very low review rates (15% of people review experiences and tours)
- People describe leaving a review as an arduous process

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

Entice
- 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
- Show highlights or common phrases from reviews, or Uber style "great guide" badges?

Engage
- How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?

Exit
- 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 equip people to tip after the tour? (e.g. via Venmo or equivalent app)
- How might we totally eliminate this awkward moment?

Extend
- How might we help people celebrate and remember things they've done in the past?
- How might we extend the personal connection to the guide long after the tour is over?