

Customer Journey Map

Guided city tours

Based on our customer
interviews and observations



Steps

Browses or
books tour

Browses inter-
to site are
city tour?

Visitor
books tour

Visitor
looks a for
search

Finds
meeting place

Visitor arrives
meets the tour

Visitor tells
the tour

Entice

What do our
customers
want to do?

Notifies a
service member

Finds site
for search

Receives
a recommenda-
tion

Seeks AJC
tools and
water

Prefers tour
at night
evening

Takes our
popular
a video

Stop at
a souvenir

Goals & motivation

How do our
customers
want to do?

As much
as possible
to do for
tour

Breaks are
welcomed

Enjoys no
need to
planning

Likes eng-
aging tour
guides

Tourist
supports
the city

Tourist
recommends
to other
people

Positive moments

How do our
customers
want to do?

Breaks are
welcomed

Breaks are
welcomed

Enjoys no
need to
planning

Likes engaging
tour guides

Tourist
recommends
to other
people

Negative moments

Overhearing
is annoying

Confusing
meeting
spots

Time of time
expensive
atmosphere

Disappointing,
disappointing
situations

Offer short
tour to
non-locals

Areas of opportunity

More bars
and lights
remains
longer

A network
get out of
the length

Avoid
expensive
for fire
releasing

Offer a
area for
tour
options

More tour
word types
to area
options

Offer more
about tour
options