# Customer Journey – Guided City Tours

This table summarizes the customer journey for a guided city tour experience. It captures the main steps, user interactions, goals, highlights, pain points, and improvement opportunities across different phases of the journey.

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| Phase | Steps | Interactions | Goals & Motivations | Positive Moments | Negative Moments | Areas of Opportunity |
| Entice | • Browsing tours online • Reading reviews • Viewing photos/videos | • Tour platforms • City travel websites • Social media | • Help me get the best experience • Help me compare tours | • Someone excited to book a tour | • Too many options can overwhelm | • Use ratings & family-oriented labels to filter |
| Enter | • Booking confirmation • Payment process • Email receipt | • Payment providers • Confirmation emails • Mobile devices | • Help me confirm details quickly • Reassurance it’s booked | • Confirmation email received | • Payment errors or double charges | • Provide better error-handling during payment |
| Engage | • Attending the tour • Interacting with guide • Participating in group | • Tour guide • Mobile app • Physical ticket | • Help me enjoy the moment • Learn new things | • People like learning in a group | • Tour was unclear or off-schedule | • Use real-time updates & interactive maps |
| Exit | • Tour wrap-up • Submitting feedback • Reviewing guide | • Feedback forms • SMS/email follow-up | • Help me rate honestly • Let me share experience | • People appreciated chance to review | • Unclear where or how to leave feedback | • Simplify feedback interface |
| Extend | • Personalization • Loyalty points • Future offers | • CRM/email tools • User account | • Help me find more trips • Reward my loyalty | • Repeat customers like rebooking with same guide | • Follow-ups feel spammy or generic | • Tailor future recommendations based on feedback |