**F A I R P L A N E**

Retail store stock

# Entice

**SCENARIO**

**Buying a product from the shop**

Why do we purchase ?

# 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**

**Personalized suggestionsafter product booking**

**Personalized offers**

**Personalized recommendations**

**product appears inthe user profile**

**Writing & submitting review**

**Prompt for review**

**Leave the guide & group**

**Experience the product**

**Meet the guide & group**

**Arrive at home location**

**Email reminder**

**Email confirmation**

**Confirm payment**

**Complete payment information**

**Start purchase the**

**products**

**View detail on a single shop**

**Browse available shops**

**Choose a city, dates, and number of people**

**Visit website or app**

**Go for another shop**

What does the person (or group) typically experience?

Most customers discover city shops as they are booking product online

A customer navigates to the city shops section of our website or app

The customer types a city, dates, and the number of people who will attend the shops to see what products are available

The customer sees available prodcuts for their dates, city, and number of people

After seeing a shopr that interests them, the customer clicks or taps to view more. They see information about what and wherethe tour will cover, plus its price, time of day, and tour guide.

After deciding to go on this products, 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 product is booked!

An email immediately sends to confirm their productand provide details about where and when to meet their guide

One day before the product begins, a reminder email is sent to all 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 there location at the scheduled time.

participants meet the guide and other people who have joined

The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.

The guide wraps up and everyone heads theirseparate ways

One hour after the finishes, an email and in- app notification prompt the tour participant for a review

The participant writes a review and gives the quality review a star-rating out of 5.

The completed appearson the "past experiences" area of a customer's profile with a few details on where the group went

Participation in the informs our backend recommendation systems, which the customer may experience via better personalization

The customer receives an email 14 days after their with personalized recommendations

When a past participant books new travel with us, we show them personalized tour recommendations in their arrival city.

## Interactions

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

Customer's email (software like Outlook or website like Gmail)

Recommendations span across website, iOS app, or Android app

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

“Leave a review” modal window within the profile on the website, iOS app, or Android app

Customer's email (software like Outlook or website like Gmail)

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 locations tend to start in a specific public space (e.g. the steps of astatue in a town square)

Customer's email (software like Outlook or website like Gmail)

Customer's email (software like Outlook or website like Gmail)

Payment overlay within the website, iOS app,

or Android app

Payment overlay within the website, iOS app,

or Android app

City product section of the website, iOS app,or Android app

City section of the website, iOS app,or Android app

City section of the website, iOS app,or Android app

City section of the website, iOS app,or Android app

section of the website, iOS app,or Android app

Product booking section of the website, iOS app, or Android app

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

If other users interact with this person, they will see these completed tours also

To some degree, this is communicating indirectly with the tour guide, who will see their review

Often takes place at the same place where the group met the guide, but not always

Some shops include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour)

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

The product guide makesfirst appearance at thispoint, although the customer doesn't interact with them yet.

**People:** Who do they see or talk to?

**Places:** Where are they?

Depending on the tour participant and guide, tipping/cash may be involved

Most common objects people interact with on tours are bikes, Segways, food, and beverages.

**Things:** What digital touchpoints or physical objects would they use?

Help me get this product booked

## 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 delevarable

Help me avoid seeing the wrong dates, location

### Help me see what they have to offer

Help me understand what this retail is all about

### Help me commit to going

#### 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

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 product and tofeel welcome

### Help me make the most of my purchase to this new place

Help me with good awkwardness

Help me spread the word about a grateor provide watch-outs and feedback for one that wasnot 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 product

## Positive moments

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

It's fun to look at options and imagine doing each like shopping for experiences

### It's reassuring to red reviews written by past

Current payment flow is very bare- bones and simple

Excitement about the purchase

### ("Here we go!")

photos, videos,and explanations are exciting to see

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 itself, we have a 98% satisfaction rating

People generally leave feeling refreshed and inspired

We think people like these recommendations because they have an extremely high engagement rate

People like looking back

## Negative moments

What steps does a typical person find 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 finding their guide in a public place

Sometimes people are matched up with participants that they don't really like

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

We have very low review rates (15% of people review experiences and tours)

Customers report feeling review fatigue

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?

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?

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

#### How might we make it clear that is appreciated but not necessary?

How might we equip people to buy (e.g. via online food or equivalent app)

#### 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?

How might we extend the personal connection to the guide long after the product is over?



### How might we totally eliminate this awkward moment?