FAIRMENUS

Global Food Analysis

SCENARIO

Browsing, ordering, attending, and rating a local Hotels

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?

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?

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

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?

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

Entice

	Ordering other type of food	Visit website or app	Choose a city, dates, and number of people	Browse available hotels	View detail on a single estraunrent
Steps	Most customers discover city tours as they are booking other Fairplane travel	A customer navigates to the city hotels 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 hotels for their dates, city, and number of people	After seeing a hotelr that interests them, the customer clicks or taps to view more. They see information about what and where the tour will cover, plus its price, time of day, and tour guide.
Interactions	Food Ordering section of the website, iOS app, or Android app	City hotel section of the website, iOS app, or Android app	City hotel section of the website, iOS app, or Android app	City hotel section of the website, iOS app, or Android app	City hotel 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.
Goals & motivations	Help me get this flight or hotel booked	Help me have more fun or learn new things.	Help me avoid seeing hotel for the wrong dates, locations, or numbers of people	Help me see what they have to offer	Help me understand what this section is all about
Positive moments				It's fun to look at options and imagine doing each taste, like shopping for experience.	Food menus photos, videos, and explanations are exciting to see It's reassuring to red reviews written by past dishes
Negative moments			People sometimes forget to put in their dates , which leads them to discover fav food they can't actually attend	Several people expressed "information overload" as they browse	People express a bit of fear of commitment at this step
Areas of opportunity		If you don't like dishes immediately after your order , 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?

Enter

	Start purchase of a Dishes	Complete payment information	Confirm payment & order food	Email confirmation	Email reminder
Steps	After deciding to go on this restraunrent, 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 dish is ordered!	An email immediately sends to confirm their dish and provide details about where and when to meet their guide	One day before the tour order configuration, a reminder email is sent to all participants. The email emphasizes where and when to meet, and what to bring (if applicable).
Interactions	City hotel 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)
Goals & motivations	Help me commit to going on this hotel	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 choice so that I don't waste money or get disappointed
Positive moments	Excitement about the purchase ("Here we go!")	Current payment flow is very bare-bones and simple			We've heard from several people that the reminder emails were essential, especially if they booked way in advance
Negative moments	Trepidation about the purchase ("I hope this will be worth it!")				
Areas of opportunity					

Engage

	Arrive at Specific hotels	Meet the guide & group	Experience the Taste
Steps	tHotel location at the scheduled time.	participants meet the guide and other people who have joined the same hotels	The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.
Interactions	hotel locations tend to start in a specific public space (e.g. the steps of a statue in a town square) The customer looks for the group or guide, often from a distance as they walk closer	Direct interactions with the guide, and potentially other group members	Direct interactions with the guide, and potentially other group members Some hotels include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented) Most common objects people interact with on hotel are Segways, food, and beverages.
Goals & motivations	Help me feel confident about what to eat and which one of these people is my guide	Help me feel good about my decision to go on this place and to feel welcome	Help me make the most of my trip to this new place
Positive moments		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
Negative moments	People expressed awkwardness about finding their guide in a public place	Sometimes people are matched up with tour participants that they don't really like	
Areas of opportunity	How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?		

Exit

	Leave the guide & group	Prompt for review	Writing & submitting review
Steps	The guide wraps up the members and everyone heads their separate ways	One hour after the tour finishes, an email and in-app notification prompt the participant for a review	The participant writes a review and gives the tour a star-rating out of 5.
Interactions	Direct interactions with the guide, and potentially other group members Often takes place at the same place where the group met the guide, but not always Depending on the tour participant and guide, tipping/cash may be involved	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 To some degree, this is communicating indirectly with the tour guide, who will see their review
Goals & motivations	Help me leave the place with good feelings and no awkwardness		Help me spread the word about a great t or provide watch-outs and feedback for one that was not so good
Positive moments	People generally leave tours feeling refreshed and inspired		
Negative moments	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 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)	People describe leaving a review as an arduous process
Areas of opportunity	How might we make it clear that tipping is appreciated but not necessary? 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?	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?

Extend

	Hotel appears in the user profile	Personalized recommendations	Personalized hotel offers	Personalized tour suggestions after new dishes booking
Steps	The completed appears on the "past experiences" area of a customer's profile with a few details on where the group went	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	When a past participant books new hotel with us, we show them personalized hotel recommendations in their arrival city.
Interactions	Completed experiences section of the profile on the website, iOS app, or Android app If other users interact with this person, they will see these completed tours also	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
Goals & motivations	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 menus
Positive moments	People like looking back on their past expercience			We think people like these recommendations because they have an extremely high engagement rate
Negative moments				
Areas of opportunity	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?			