Browsing, booking, attending, and rating a local city tour: A journey map illustrating the user experience.

Browsing, booking, attending, and rating a local city tour.

Entice
How does someone hear about and get interested in this process?

Enter
What do people experience once they begin the process?

Engage
Once someone is in the process, what happens?

Exit
What do people feel/think/experience as the process finishes?

Extend
What happens after the experience is over?

	Entice	Enter	Engage	Exit	Extend
Steps					
Interactions					
Goals & motivations					
Positive moments					
Negative moments					
Areas of opportunity					

Civil Engineering
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