

USER JOURNEY

SCENARIOS	Internet Search		Invite Email		Contracting Email	
STEP 1: USER QUESTIONS	Just look around How TourConnect works? Features? What TourConnect can do for us? How much about the service fee?		Heard and invited from partner, How the features works? How does it work for us? How much wealth TourConnect can create for us? How much about the service fee?		Just click download button to download? Before I use this product, I want see what's the TourConnect. Can I download rates without account? Free download? Goway require the rates via TourConnect? What's the TourConnect? Can I just send the rates to the contractor via email?	
ANAYLSE	The users were search from internet, they may never heard TourConnect. (Home page first)  1. They find TourConnect and curiosity on TourConnect, so they want look around.   2. They find TourConnect may help them business, they want see how our product works and they sign up account.   * How could we show the features for the first time users in the marketing website.		The users which from partner invite email. They may know a few about TourConnect. (Sign up page first)  1. When the users into TourConnect.com/Sign-up page, they just heard TourConnect but they don't know TourConnect do. They go to the Price > About us > Features.   2. The partner use TourConnect, the partner ask them to use TourConnect. So, they sign up an account.		Contractor The contractor want download the rates as soon as possible.  1. User through the email link to download rates, but if they want download the rates, they have to complete the onboarding and profile.   Supplier The supplier want send the rates as soon as possible.  1. Supplier want send the rates to contractor, they need complete the onboarding, profile and rates.   * Is that possbile supplier send the rates files by them format through email, not TourConnect.	
STEP 2: ASSUMED USER ACTIVE	Marketing website		Invite Email		Rates send or request Email	
	Attract user to sign up		Invite User to Sign up			
	Sign up		Sign Up		Sign Up	
	Onboarding		Onboarding		Onboarding	
	Our goal: When user completed onboarding, they profile can be visible in Find Partner  1. For my personal experience, after I sign up, I can go through the product page. 2. The user don't know why they should complete onboarding. We need to tell them. 3. Is that possibile remove the informations which not effect them profile visible in Find Partner.		Our goal: When user completed onboarding, they profile can be visible in Find Partner  1. The user don't know why they should complete onboarding. We need to tell them. 2. Is that possibile remove the informations which not effect them profile visible in Find Partner.		Our goal: When user completed onboarding, they profile can be visible in Find Partner  1. The "visible in Find Partner" useless for current task.	
	Profile		Profile		Profile	
	Our Goal: 1. Profile for partner 2. Get products loaded for contracts 3. Get products loaded for messaging  New Requirements 1. Download Company Logo 2. Location Image and Product Image can zoom in. 3. Clear and accuracy complete process bar 4. Partner can report the incorrect contact information and change it (need prove). 5. Member ID view (single & Multiple) 6. Better way to add amenities.		If user was completed the onboarding, next page is profile, they still need to complete the profile page, then they can use some functions, but they don't know that. Also, some of the users don't have patience, before they completed the profile, they may close the website. ( I have no expeirence about TourConnect, I just want try this product, I spend 10 mins then I still don't know how TourConnect works. )  1. We should let them know the time that they spend is valuable. Not just show the users what they can do after them completed profile (contract, find partner). Because of they have no idea about what's the contract and find partners. 2. "Find Partner" > "Build Contracts" for most users. 3. The fastest way to complete the "sign up to complete profile" (we need consider the banlance).  Sign up                      7 Onboarding                16 Profile                       27  What's the key informations for contractors? - Company type > Country > City > Image > Website > Contact informations		Contractor: Company information + Contact information   Supplier: Company information + Contact information Location information + Product information  1. The biggest issue for the supplier they only have one location. 2. A part of the users don't know how to complete the profile. 3. Clear complete process view can help user fill out the profile.	
ANAYLSE & SUGGESTIONS	Current user behavior flow  1. Starting page    11K - 7.5K drop off    1: The business not fit 2. Price page       1.4K - 600 drop off    2: The marketing website don't address users concerns. 3. About us        1.1K - 600 drop off    ★ 4. Features        646 - 193 drop off 5. Sign up         640 - 427 drop off		Current user behavior flow  1. Sign up           1.6K - 1.3K drop off    We may consider that the user will sign up through the invite email. But it not works well for now. ( Notes: Add Home Page Link for the invite email page. ) 2. Price page       1.4K - 600 drop off    ★ 3. About us        1.1K - 600 drop off 4. Features        646 - 193 drop off 5. Sign up         640 - 427 drop off		Current user behavior flow  Contractor: 1. Sign up 2. Onboarding 3. Profile 4. Download Rates  Supplier: 1. Sign up 2. Onboarding 3. Profile 4. Build Contract 5. Send  * The contractor don't know how to download the contract PDF. We need leader user to download PDF directly.	
	1. Only request the Key Informations. ( Required information from users in right time)  2. Prove our value. ( User can see the informations and images from internet to think about how tourconnect works, but only used TourConnect they can get the key informations: what TourConnect do? Why I may need TourConnect)  3. Explain to users how the function works, ranther than the users find the functions by themselves.  4. Show the process. ( Users don't like uncertainty, when user sign up, we should tell users where they are and where they will go. Avoid discouragement)				1. Consider the current task. (The users want complete the current task quickly.)	
SUGGESTIONS	1. Should we provide free try 14 days unlimted plan for users? WHY? - I am a new user, I find TourConnect in google or I was invited by my partner, I go to the Find Partner, but there no valueble informations visible for me until I am paying. I want try it see how it works.  2. Should we provide a demo contract for users? WHY? - User afraid of mistakes, especially the contract. We can provide a whole experience with no worried about the mistakes for user.  3. Allow user see all the results on the Find Partner. Seeing just 3 results is rather meaningless for user.					
% with completed onboarding % with completed profile	1. The users which complete the onboard, some of them only need "Market segments, contact information, company type" then it can marketing really. - could we find them, and send them the email. For example, "GOWAY just build 200 contracts with Bonza Bike Tour in 2018. Please complete your profile show to our Agence users". Show some big company's active news to increase visitors. - If some of the user view the company's profile, just email them. - Send the email in right time. - Let user know, take few mins to complete the profile may bring some business to them, and it is free.					