



BIG PICTURE

TOUR SCENARIO

Season	Time	Weather	Group size	Mode of transportation
Spring	3.5 hours	85, Sunny	2	Walking

PERSONA

Abby Parker



About Abby

29
History Teacher at Hawthorn High School
Jacksonville Beach, Florida
Newlywed to Derrick Parker
53%

Personality

- Adventurous
- Down-to-earth
- Authoritarian
- Empathetic
- Meticulous

Favorites

- Anything on Netflix
- Trying new cuisine
- Yoga
- Traveling
- Her dog, Berkeley

Goals:

- Visit & explore Savannah
- Visit new restaurants while exploring
- Stay active while on vacation
- Spend quality time with Derrick
- Learn local folklore and history of Savannah

Expectations:

- Abby expects to spend time together with Derrick
- Abby hopes to find some "hidden gems" of Savannah while learning the local history and folklore
- Abby wants her time in Savannah to be memorable and fun with the potential to take it back to her students

Favorites

- Comedy and Suspense shows
- Trying new cuisine
- Being on the water
- Traveling
- Mid dog, Berkeley

Personality

- Adventurous
- Honest
- Frugal
- Kind-hearted
- Impatient

About Derrick

31
Business Technology Analyst at CSA Transportation
Jacksonville Beach, Florida
Newlywed to Abby Parker
57%

Personality

- Adventurous
- Frugal
- Kind-hearted
- Impatient

Goals:

- Save money any chance he can
- Visit & explore Savannah
- Learn interesting history of Savannah
- Spend quality time with Abby
- Explore any available waterfront areas while on vacation

Expectations:

- Derrick expects this tour to be engaging and interactive to keep him and Abby entertained
- Derrick he won't have to spend superfluous money while on the tour
- Derrick is hoping to see the waterfront at some point

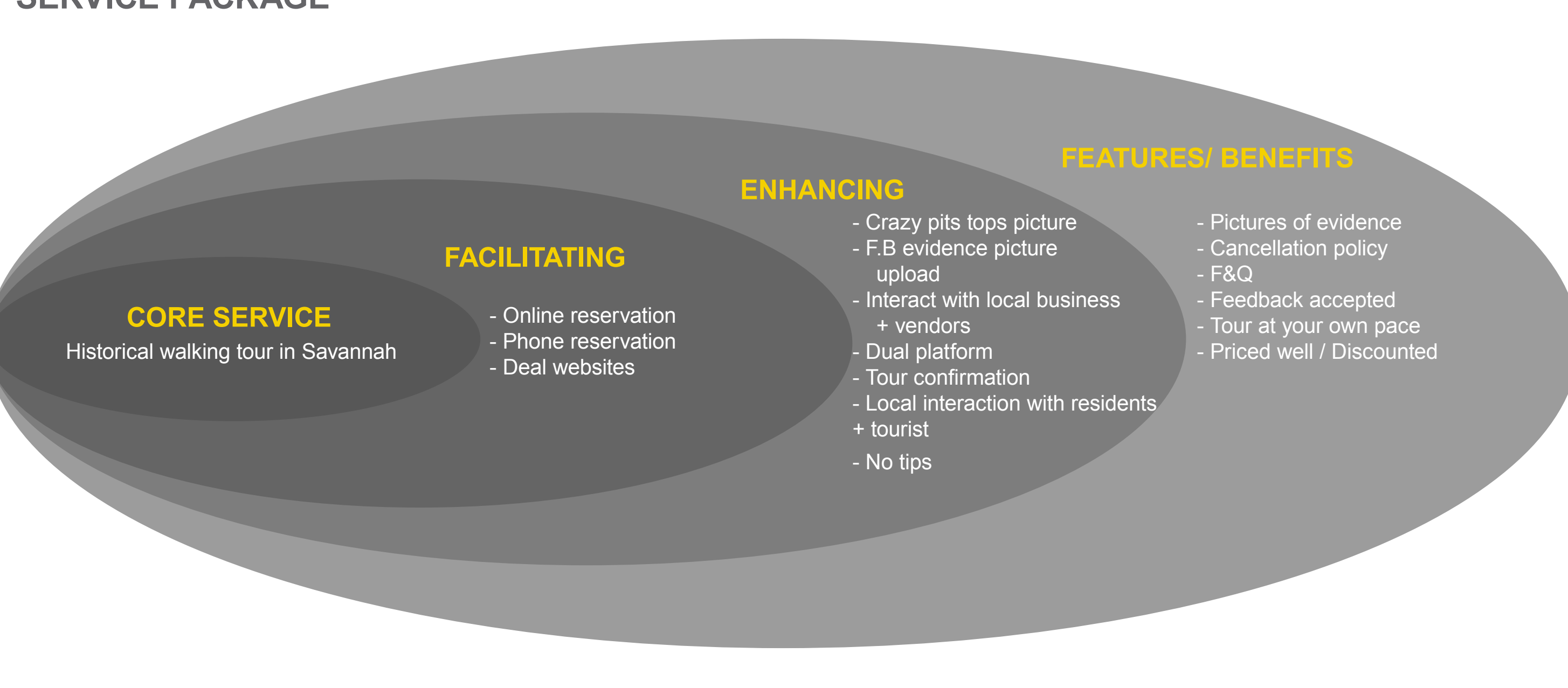
What is Crazy Dash?

Crazy Dash is more than a walking tour, it's a wild sort "outside the box" kind of guided Digital Adventure Game. All you need is a Smartphone and a sense of Crazyness. These adventures take place in the cities you live or visit, and allow you to see familiar or new sites and have fun in a whole new way.

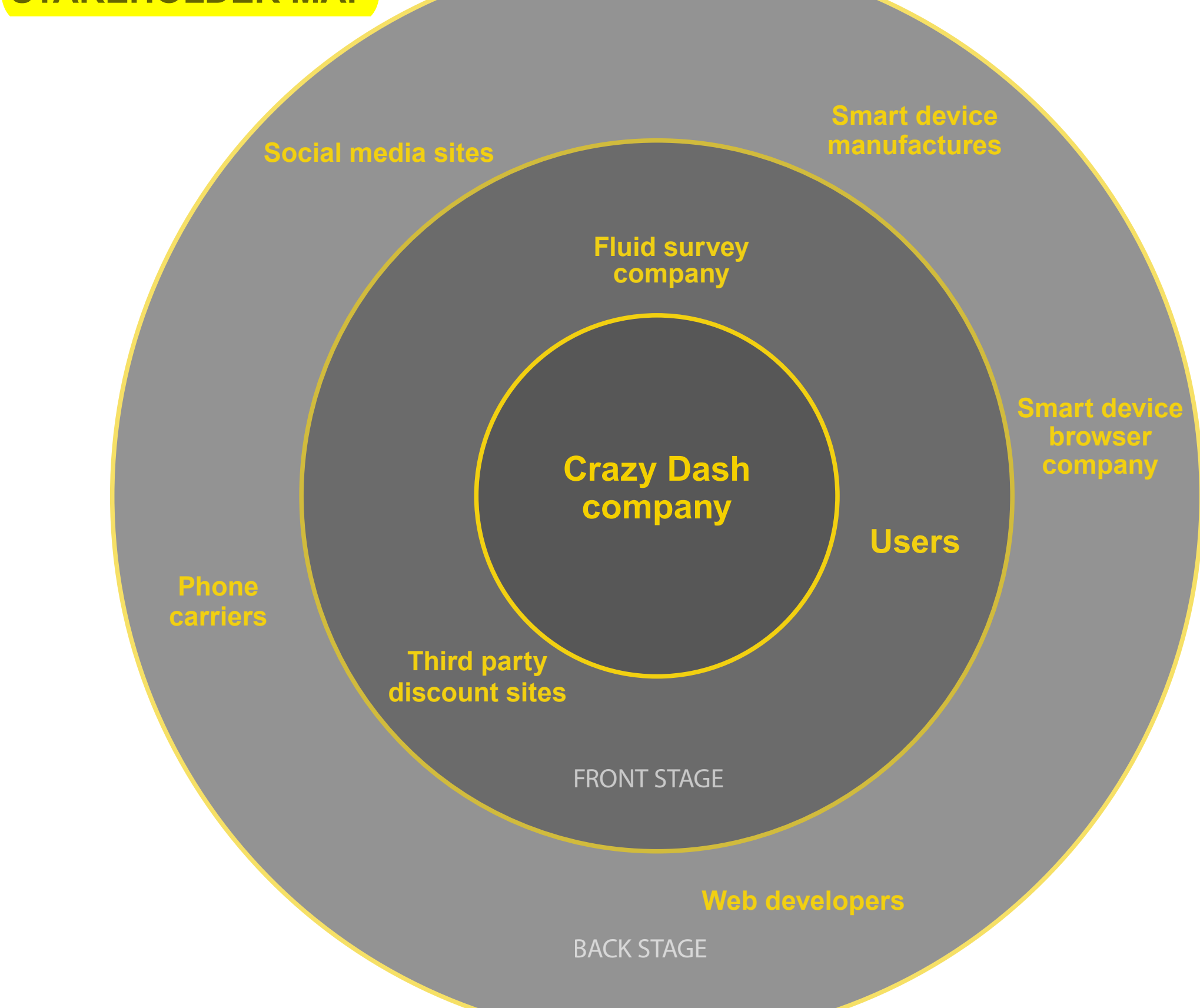
Objective:

The object of the game is to have a blast with your friends and/or family explore the city, & learn a little. Each Dash has 10+ checkpoints. At each checkpoint you'll answer a question with the given clues or perform a Crazy Dash Task. Be prepared to perform crazy tasks, photograph yourself doing them and then send that "selfie" in to us so we can share! Form teams, race your friends, or just have an afternoon of fun with family or friends. Oh, and remember you're not alone; you'll have a guide just a call away, that can help you if you get stuck

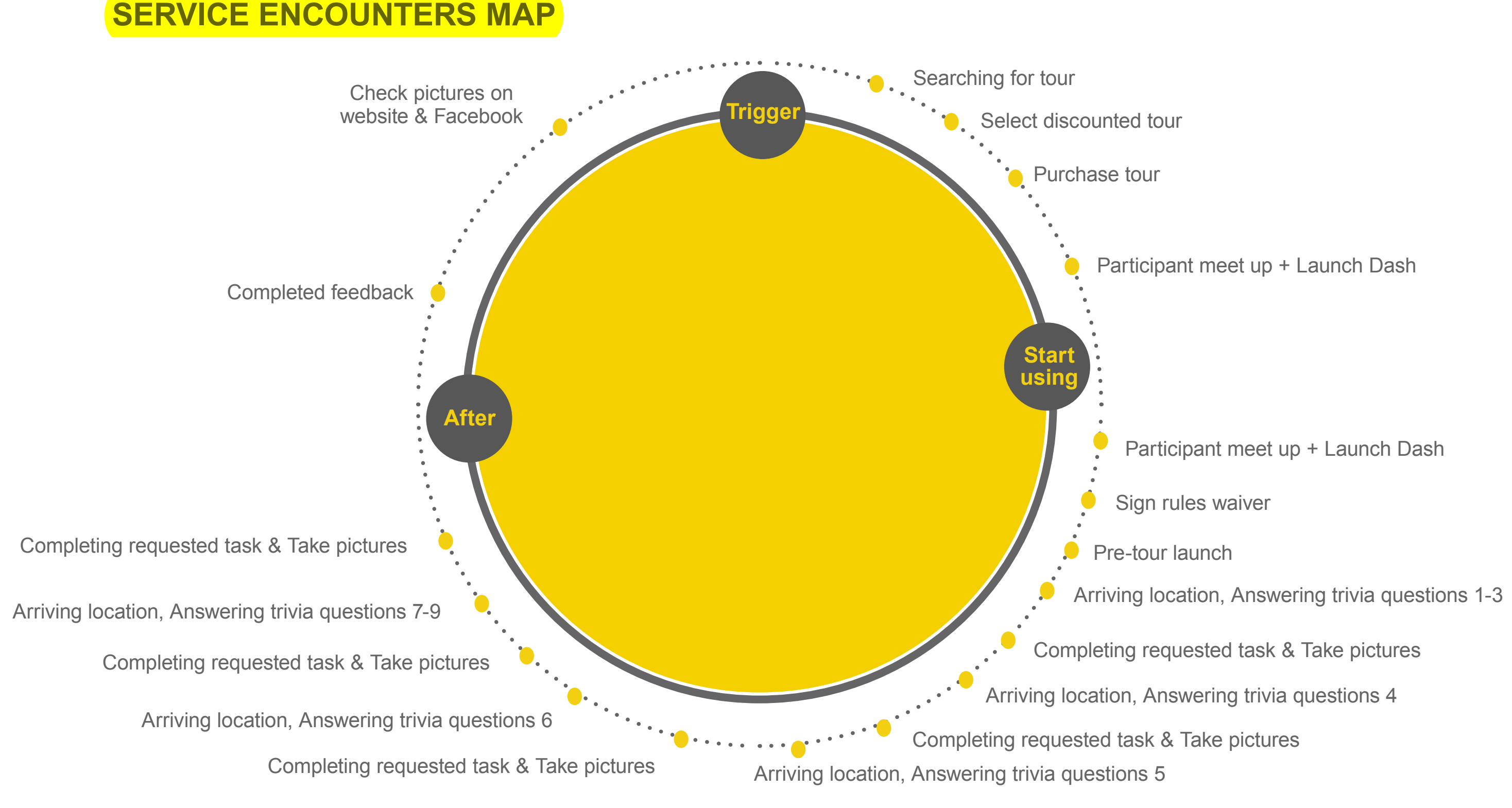
SERVICE PACKAGE



STAKEHOLDER MAP

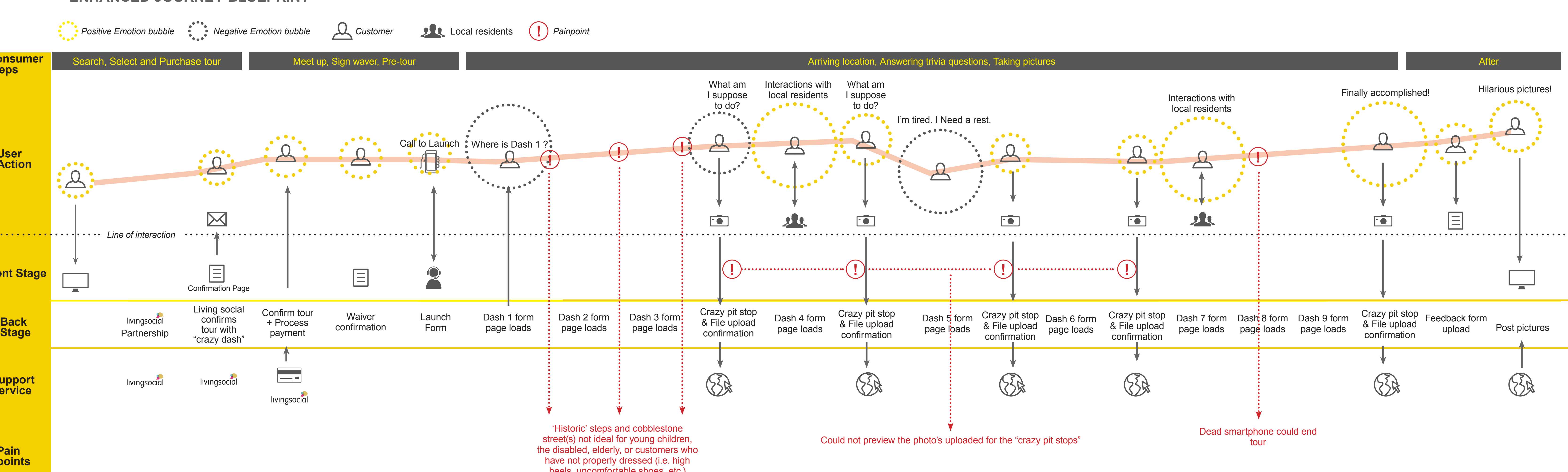


SERVICE ENCOUNTERS MAP

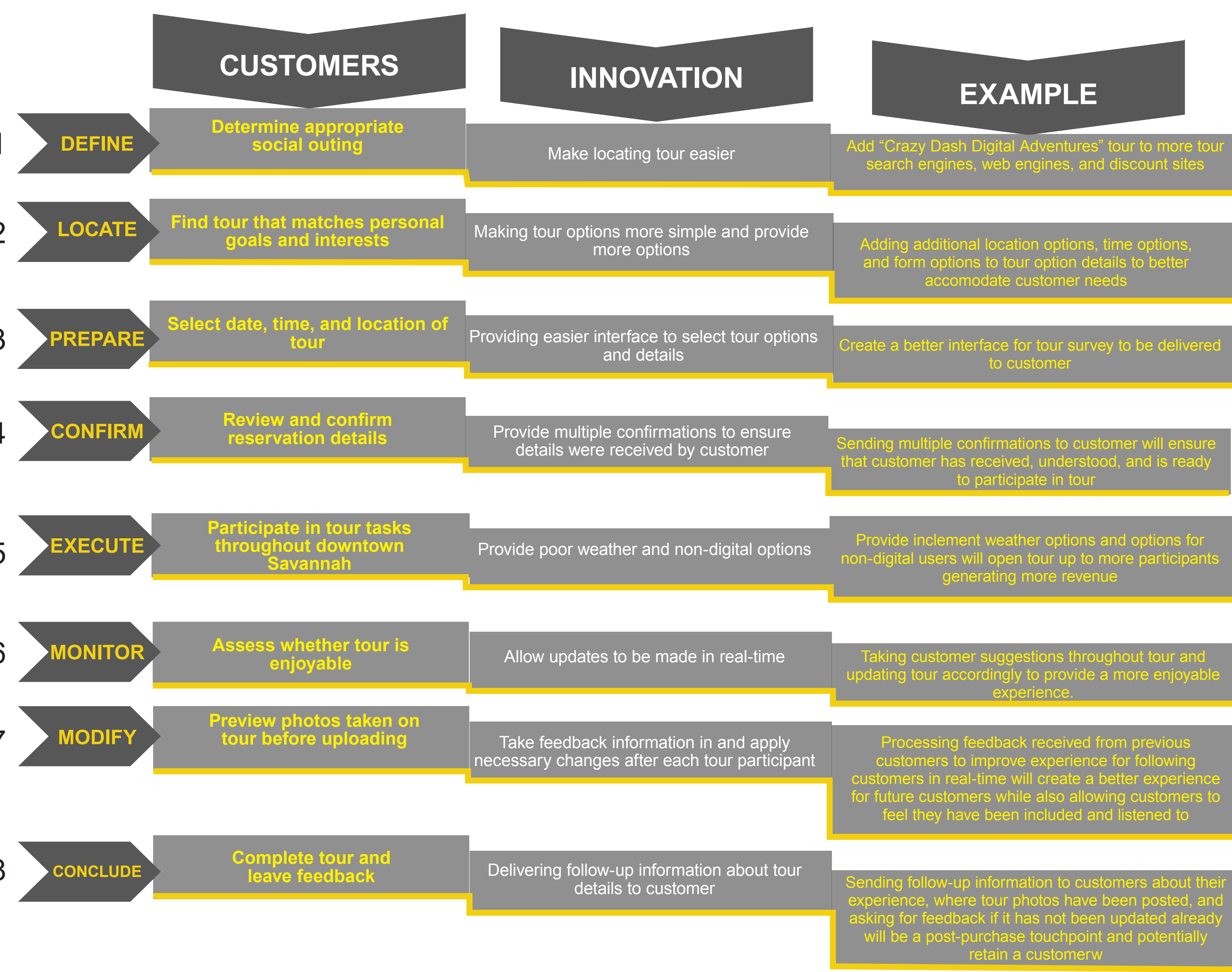


MAPPING METHODS

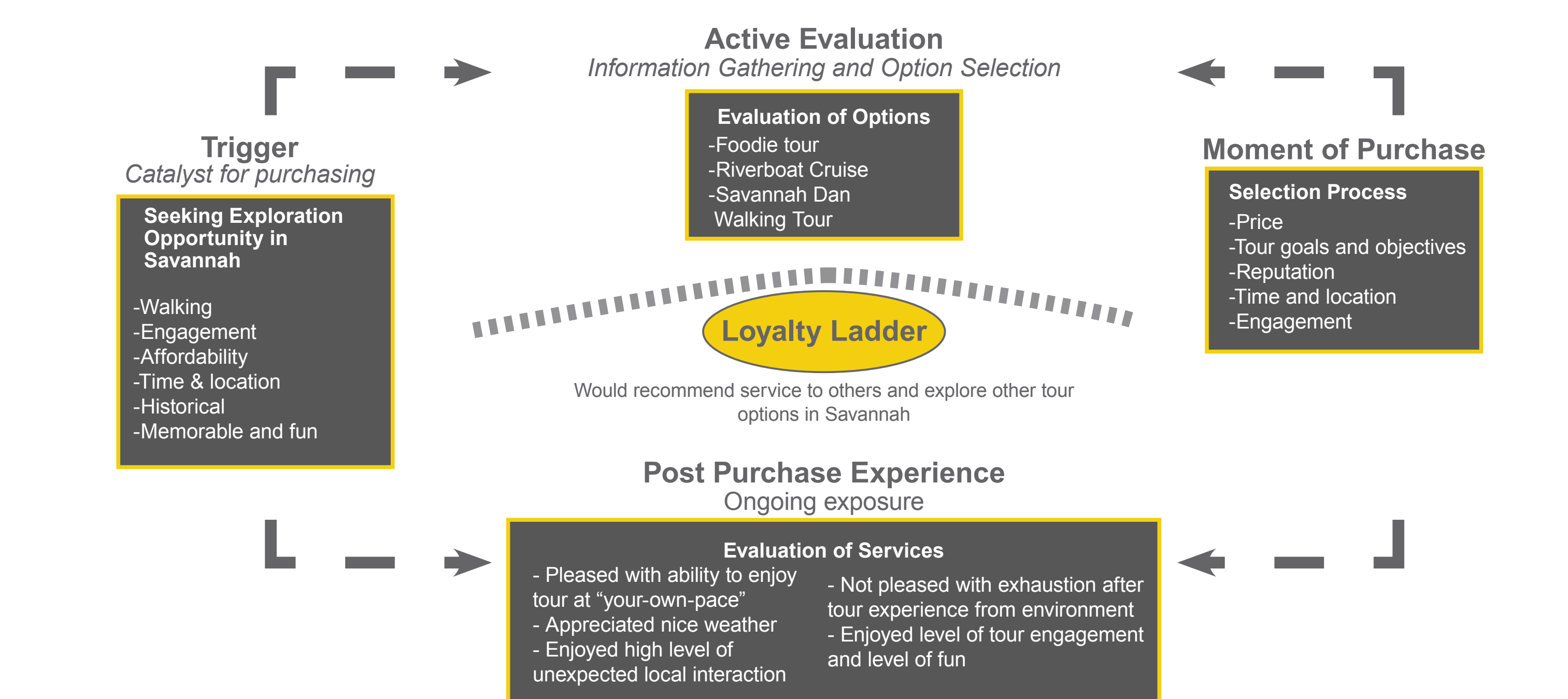
ENHANCED JOURNEY BLUEPRINT



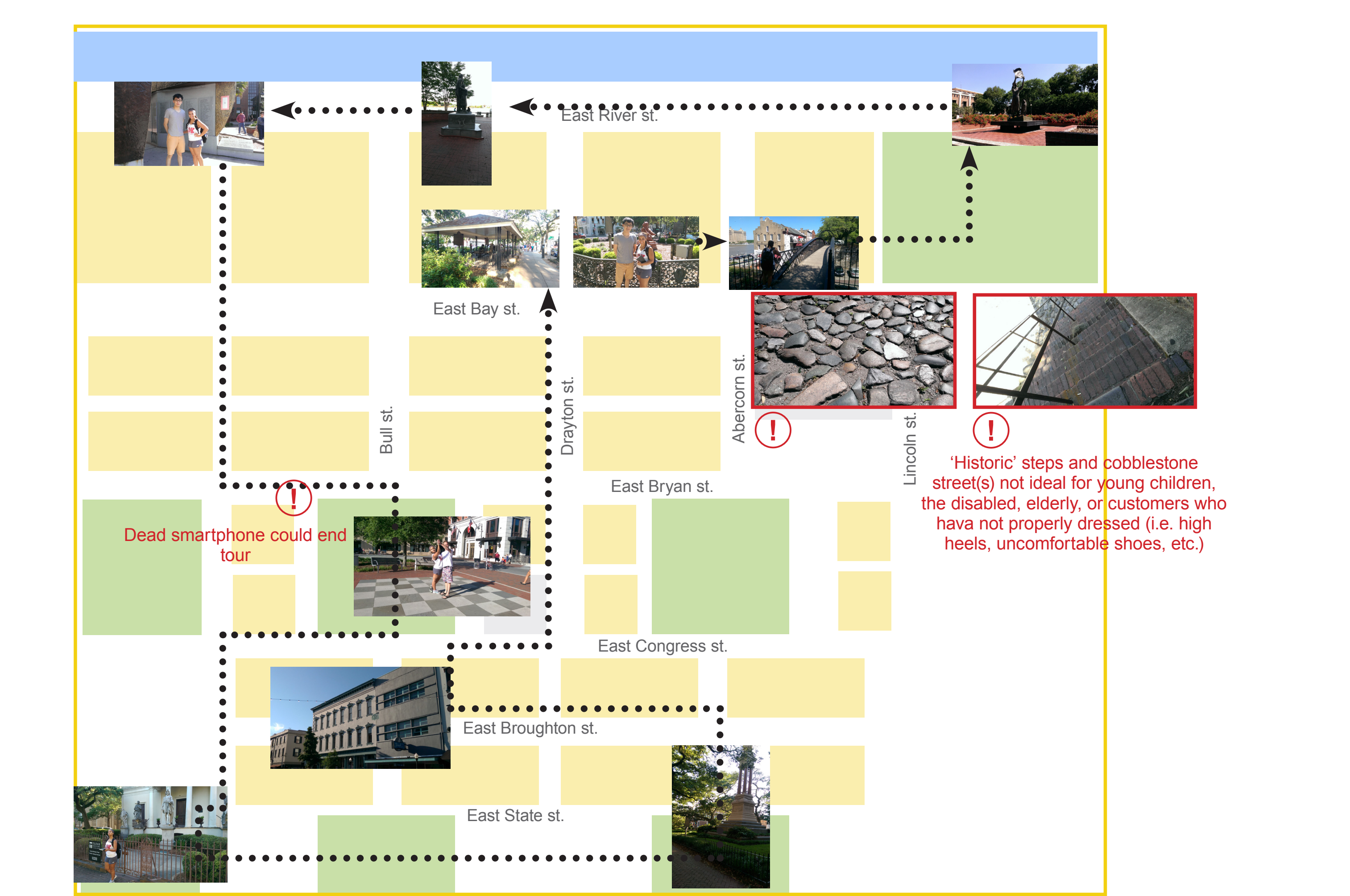
CUSTOMER JOB MAP



DECISION MAKING MAP



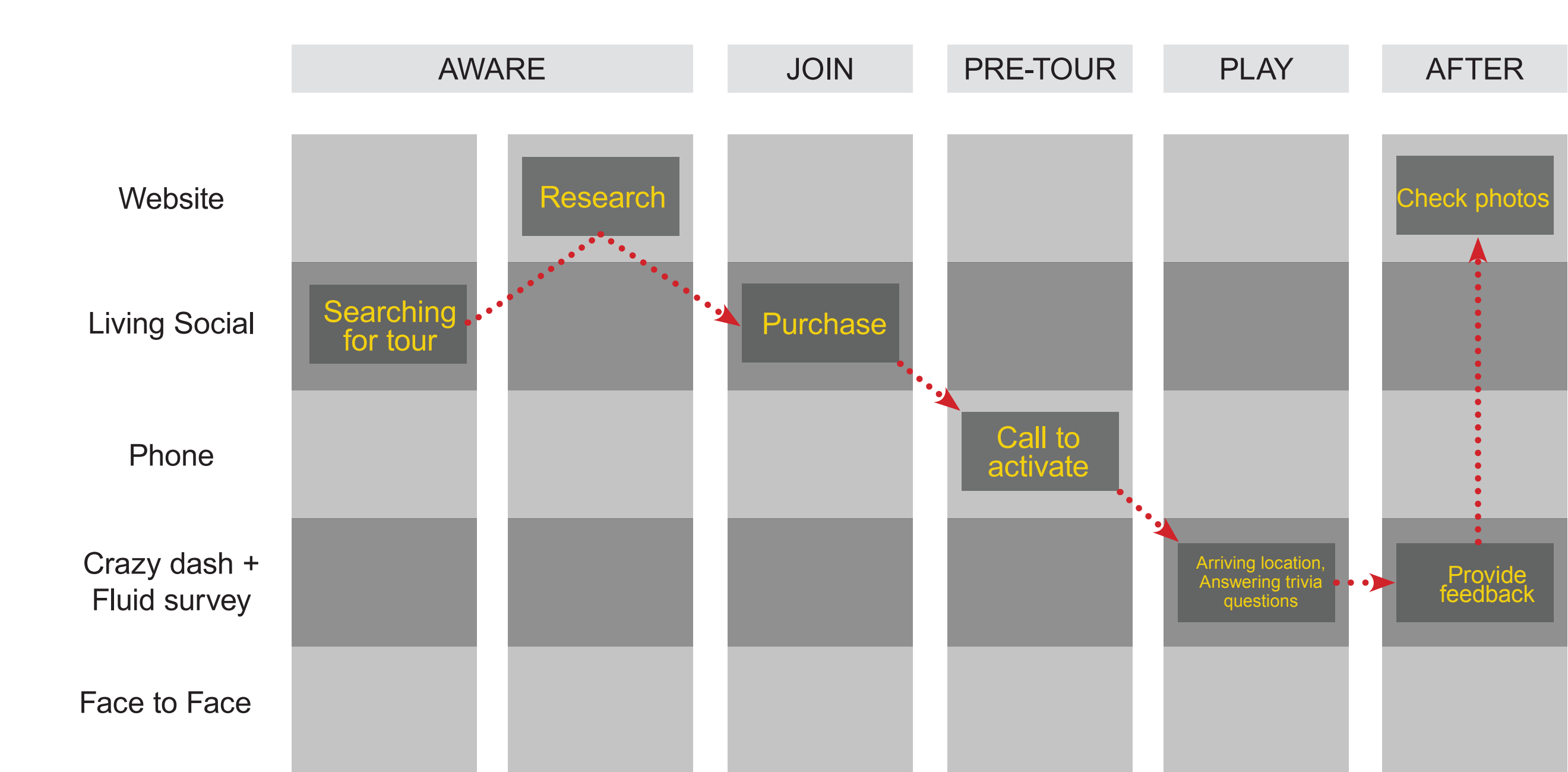
TOUCHPOINT CARDS MAP



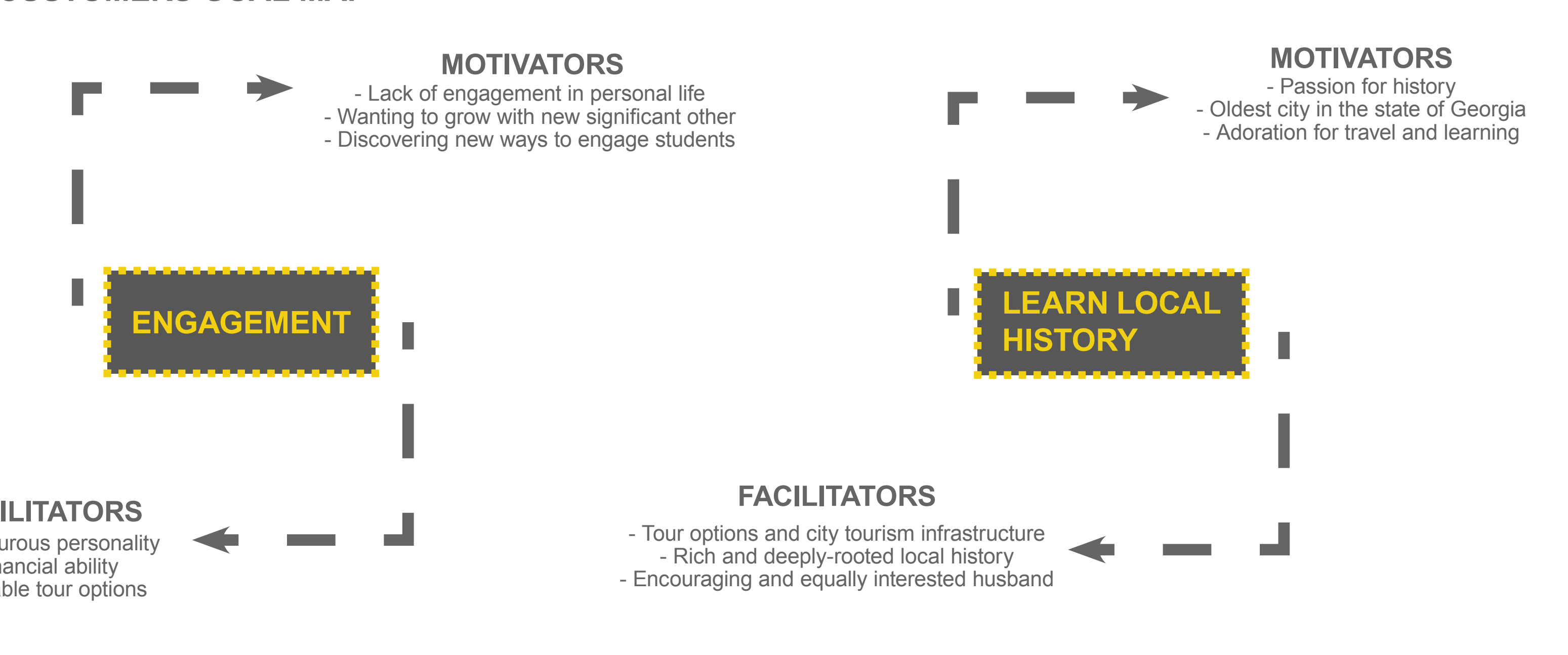
EXPECTATIONS MAP



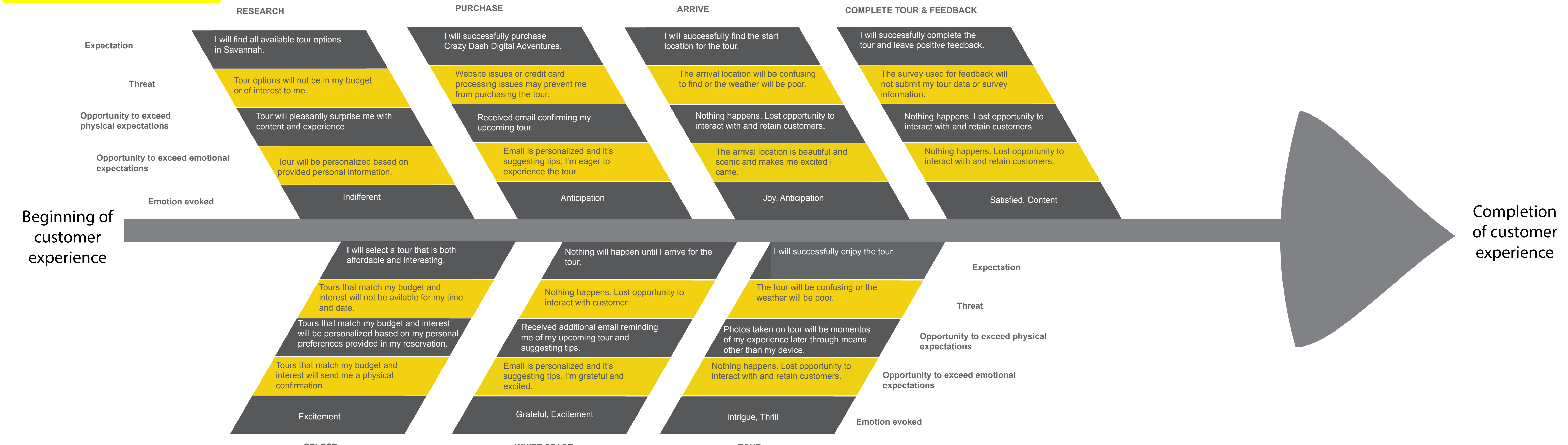
CHANNELS MAP



CUSTOMERS GOAL MAP

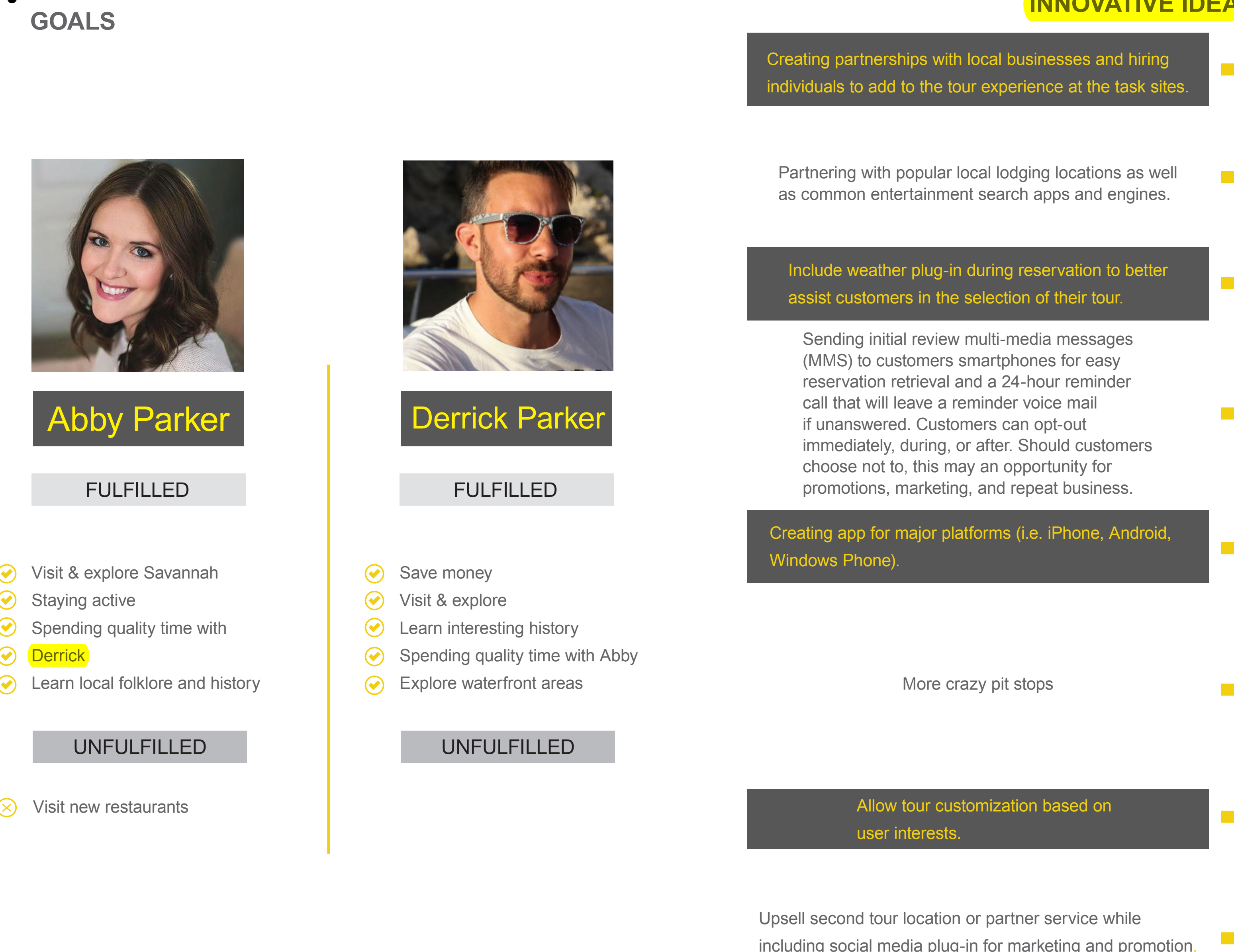


CUSTOMERS CONTACT MAP



SERVICE ANALYSIS

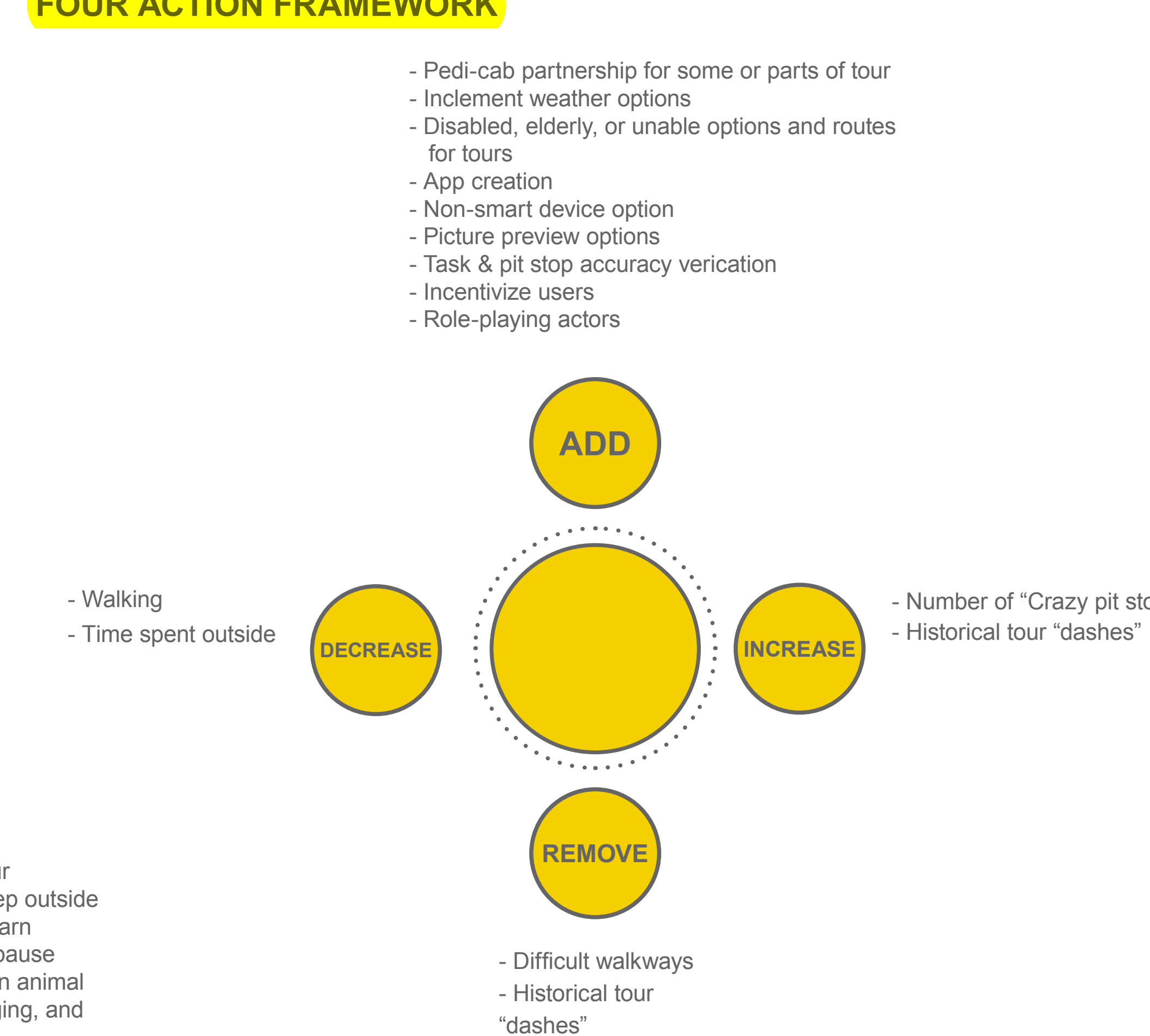
GOALS



INNOVATIVE IDEAS

- Partnering with Savannah Pedit-Cab to offer added dimension of riding to task sites or adding tour assistants at task sites.
- Partnering with popular local lodging locations as well as common entertainment search apps and engines.
- Include weather plug-in during reservation to better assist customers in the selection of their tour.
- Sending initial review multi-media messages (MMS) to customers smartphones for easy reservation retrieval and a 24-hour reminder call that will leave a reminder voice mail if unanswered, during, or after. Should customers choose not to, this may be an opportunity for promotions, marketing, and repeat business.
- Creating app for major platforms (i.e. iPhone, Android, Windows Phone).
- Allow tour customization based on user interests.
- Upsell second tour location or partner service while including social media plug-in for marketing and promotion.

FOUR ACTION FRAMEWORK



REFERENCE

