

A close-up portrait of a woman with long, wavy brown hair, looking upwards and to the right. She has a tattoo on her neck and shoulder. The background is a solid light green color.

[UX-tool: Persona]

Birgitte Johansen

37 years old, married and has girl at 4 and boy at 9.
Lives and works as a teacher in Vejle.

GIVSKUD RELATION:

Has seasonal pass for
the whole family.
Visits the place 3-4 times
a year.

POWERS:

She is the one in the
household, that makes
plans about the family
going to Givskud.

NEEDS:

To feel included in
the context she is in.

BEHAVIORS:

Shops online.
Uses smartphone
apps daily.

VALUES:

Presence and relations.
Being well informed.
Treating animals and
nature with respect.

ONLINE

Uses the internet mainly
for shopping, SoMe,
News, Net banking.

Relates Givskud to the following:

#hygge #mykids #mammalife #familytime

I am BIRGITTE

Visitor at Givskud



MY PAINS

Long queues

Kids bored.

Rain

Unfriendly staff.

Waisting time

Bad navigation

MY GAINS

Presence

Happy kids

Welcoming feeling

Met expectations

WHAT I THINK IS IMPORTANT

Friends and relations

Quality time with my family

Being outside in the nature

I HEAR

What my husband say

What my friends say

What my kids say

WHAT I SEE

Photos and ratings posted

by other visitors

If my kids are having fun

I MIGHT SAY

"The queues are too long!"

"Where is the playground?"

"It's raining!"