

Cultural Dimensions

Finland is a **low-context culture** therefore to fit Tuuili's needs we need to have a clean design with few images and simple colors like white and blue.

Finland is mid in **Uncertainty Avoidance** which means that the website should provide clear and concise instructions and information to reduce uncertainty and avoid confusion for users, but also provide some areas for exploration for users.

Hypothesis

We believe that by offering the website in Finnish and Japanese, the hotel will increase its chances of attracting visitors from those countries and improving their overall booking experience.

Also by providing a simple straight forward navigation bar as well as a hamburger menu for less needed options users like Tuuli will feel at ease using our hotel website and be able to find all the information they need efficiently.

By including information about Finnish culture and attractions, and highlighting the hotel's amenities that are particularly relevant to Finnish visitors, such as saunas and traditional Finnish cuisine, Finnish users will feel a sense of familiarity and comfort on the website, and be more likely to book with our hotel.

We will know this is true when we observe test users (modelled on Tuuli) using this option during usability testing and from usage statistics for capture and share options

NAME

Tuuili Aalto



Background

Tuuli is a 33-year-old marketing manager from Helsinki, Finland. She is planning a weekend-trip in Finland for her family of two kids (7 and 9 years old) and her husband.

Psychographics:

Enjoys traveling with her family and discovering new places in Finland


Values quality time with family and friends

Likes to plan ahead and have everything organized for the trip

Prefers to stay in hotels with high ratings and good reviews


Likes to explore the local culture, cuisine, and natural scenery

Demographic

Female

32

years

Helsinki, Finland

Married

Marketing Manager

Bachelor's degree

Goals and Needs



Looking to book a hotel in Finland for a weekend getaway with her family



Wants to find a hotel that is family-friendly and offers activities for children

Needs to easily compare hotel options and make a reservation online

Wants to know the hotel's location, amenities, and services before booking

Technology





Behaviors:


Searches for hotels online using a laptop or mobile device

Reads online reviews and ratings before making a decision

Uses social media to get recommendations from friends and family

Likes to book hotels in advance to ensure availability and better rates

Browsers



Chrome

Frustrations

Finds it frustrating when hotels have outdated or unreliable websites

Gets annoyed when hotel information is unclear or misleading

Feels overwhelmed when there are too many hotel options to choose from

Worries about the safety and cleanliness of the hotel and its surroundings

Scenarios

Tuuli is planning a weekend trip with her family to explore Lapland's winter wonderland. She wants to book a hotel that is close to the ski slopes and offers activities for her two children. She searches online for family-friendly hotels in the area and reads reviews from other travelers. She compares different hotels' prices, amenities, and locations to find the best option for her family. After finding a hotel that meets her criteria, she books it online and receives a confirmation email with all the necessary details. She feels relieved and excited about the upcoming trip, knowing that she has found a safe and comfortable place for her family to stay.