

Cultural Dimensions

Japan is a **high-context culture** therefore to fit Yuki’s needs we need to have a lot of images and bright colors on the website e.g [\[旅館ホテル検索\] やど日本 | 旅のお宿を検索&予約 \(ryokan.or.jp\)](#).

Japan is also high **Uncertainty Avoidant** country which means that the website should provide clear and concise instructions and information to reduce uncertainty and avoid confusion for users, in line with Japan's high uncertainty avoidance. All the information should be positioned in the middle of the website. Everything Yuki needs to find the hotel she needs should be available on the page. She can filter trough different regions, rooms, perks, add the amount of people and duration of stay all on one simple page.

Japan is also a country that highly values politeness and formality, so it would be important for the website to use respectful language and proper honorifics.

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, and a calendar showing all the hotel's available dates, times, prices, rooms and amenities users like Yuki will feel at ease using our hotel website and be able to find all the information they need efficiently.


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

NAME

Yuki Nakamura




Demographic

Female

30

years



Tokyo, Japan



Single



Businesswoman



Bachelor's degree

Technology










Browsers



Safari

Background

Yuki is a 30-year-old businesswoman from Tokyo, Japan. She is planning a trip to Finland with her colleagues for a conference, and she is responsible for booking the hotel accommodations for their group.

Psychographics:

Values: Professionalism, efficiency, quality

Hobbies and interests: Traveling, learning new cultures, trying new foods

Lifestyle choices: Work-oriented, enjoys staying in comfortable accommodations

Goals

Yuki is looking for a hotel that can accommodate her group's needs and make their stay in Finland as comfortable as possible. She wants to find a hotel that is in a good location and has modern amenities to ensure their trip goes smoothly.

Needs

Yuki's top priority is finding a hotel that is convenient and comfortable for her group. She also wants to ensure that the hotel offers amenities that will make their stay enjoyable, such as free Wi-Fi and on-site dining options.

Behaviors:

Yuki typically spends a lot of time researching and comparing different options before making a decision. She prefers to book accommodations online and expects a user-friendly website that allows her to easily navigate and book her desired dates.

Frustrations

Yuki is frustrated by websites that are difficult to navigate, have limited language options, or lack the necessary information to make informed decisions. She also dislikes hotels that do not offer modern amenities or are not in a convenient location.