VolunTourism App

Dembo Drammeh
Jesse Voimala
Stefaniia Chesnokova
Yago Sanches

Assignment

We were assigned to increase voluntourism in Central Finland.

We wanted to solve the problem of people not traveling to Central Finland.

-> Lapland is the go-to destination for most tourists.

We focused on "voluntourists", but also tourism in general.

Our solution consists of three concepts, the main concept being an APP.

-> The app includes the other two concepts.

Customers and customer insights

Most of the willing participants were young people

Students (more than 60%)

People consider the most important things when traveling nature and experiences (nearly 60%)

Most people (54.84%) were willing to work 3-4 hours a day

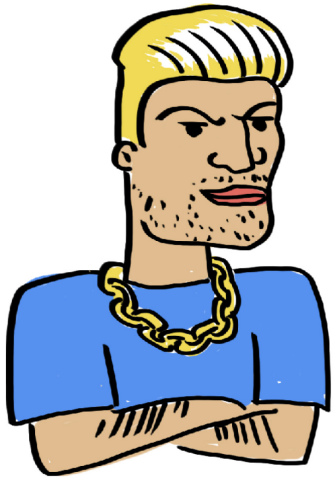
-> We implemented three different options depending on how many hours you are willing to work

“My friend is from Finland, and she always tells me that it’s a very expensive country.”

(Anonymous, 2021)

Customer profiles

Designer Valery
He is **willing to work 2 hours** per day and come to visit. He is a shy person and afraid that he can't communicate. He needs to visualize how it works first, which he can through the APP.



Student Peter
Peter is willing to work 4 hours per day to get to know another country. **He has the time** but struggling financially. The package of 4 hours will give him free accommodation, which is enough for him to plan the trip.

Retired Jhon
Jhon is willing to work 6 hours per day. Jhon **has a lot of free time** and a good financial situation, but he wants to keep his mind busy. The package he wants will give him what he wishes.

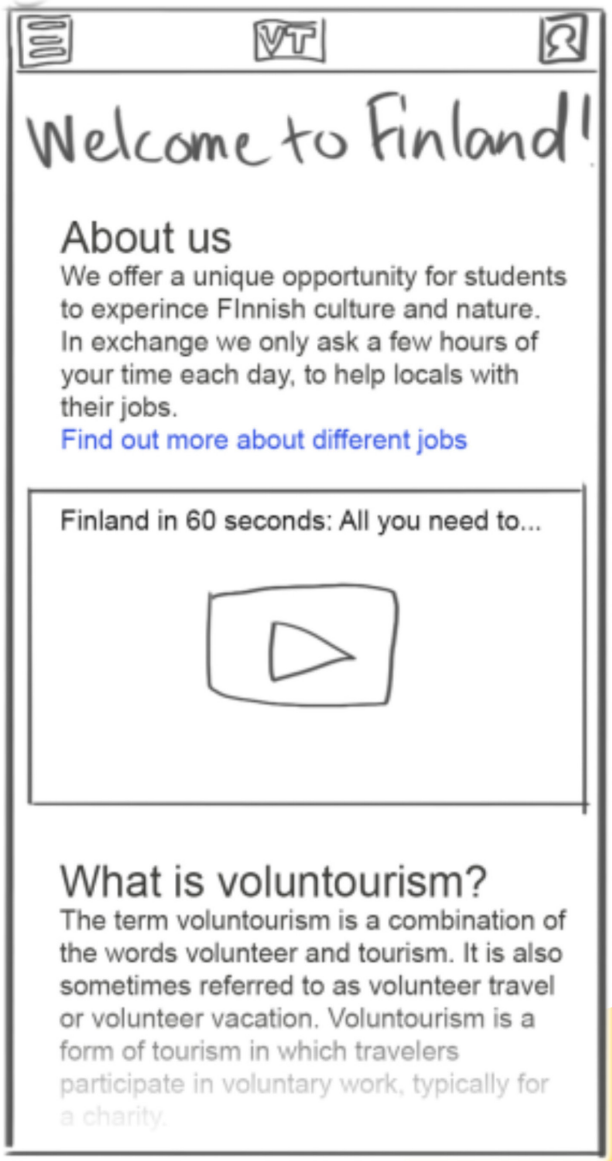
Concept description 1/2

The app informs people about Central Finland and voluntourism

People open the app and on the front page instantly find information about Central Finland and voluntourism

Customers are mostly young people

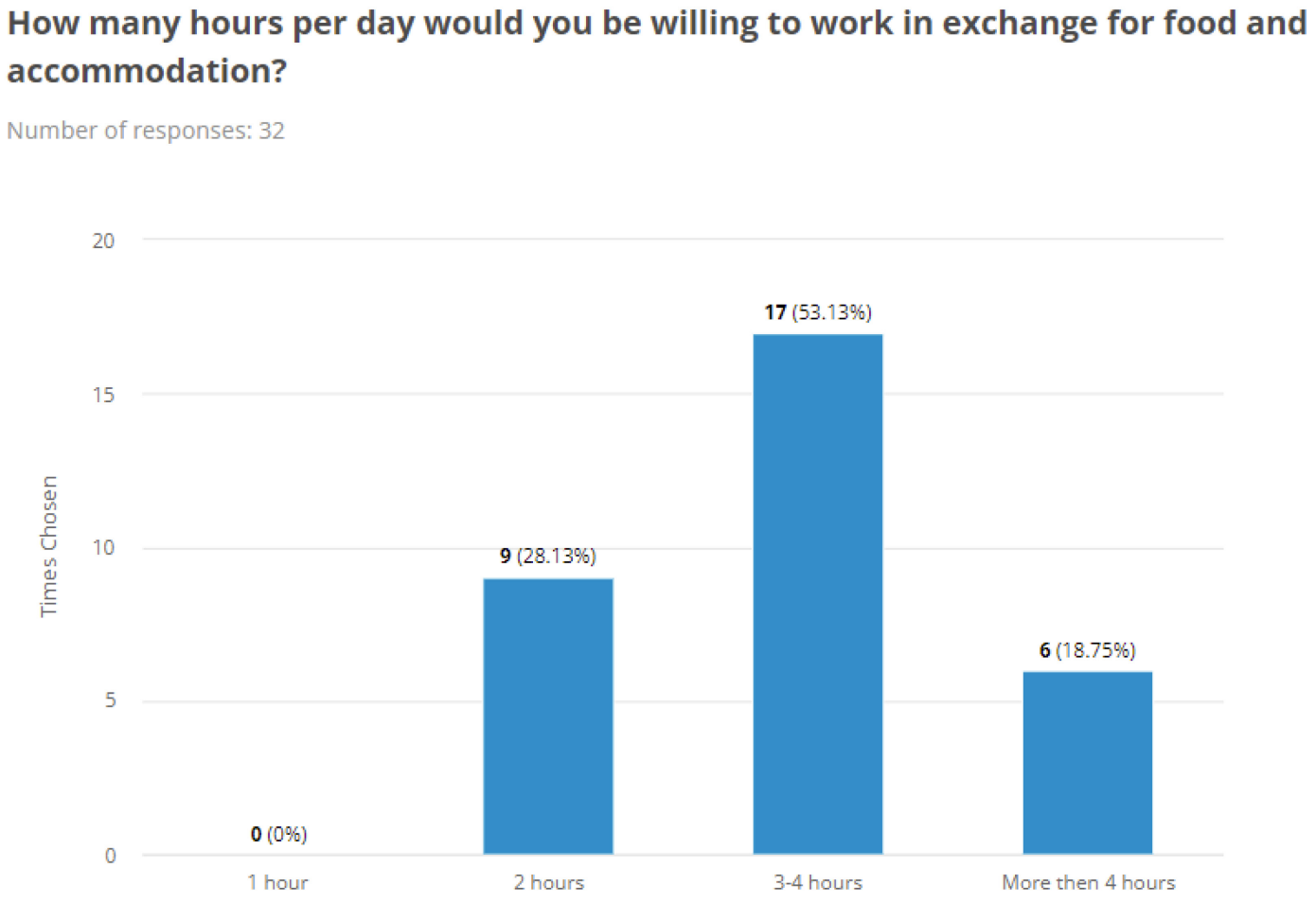
We wanted to make finding information about Finland and voluntourism as convenient as possible



Concept description 2/2

- In the survey, there was a variance in the number of hours participants would be willing to work.

-> We then implemented **three packages based on these customer profiles**.



Packages

2 hours package

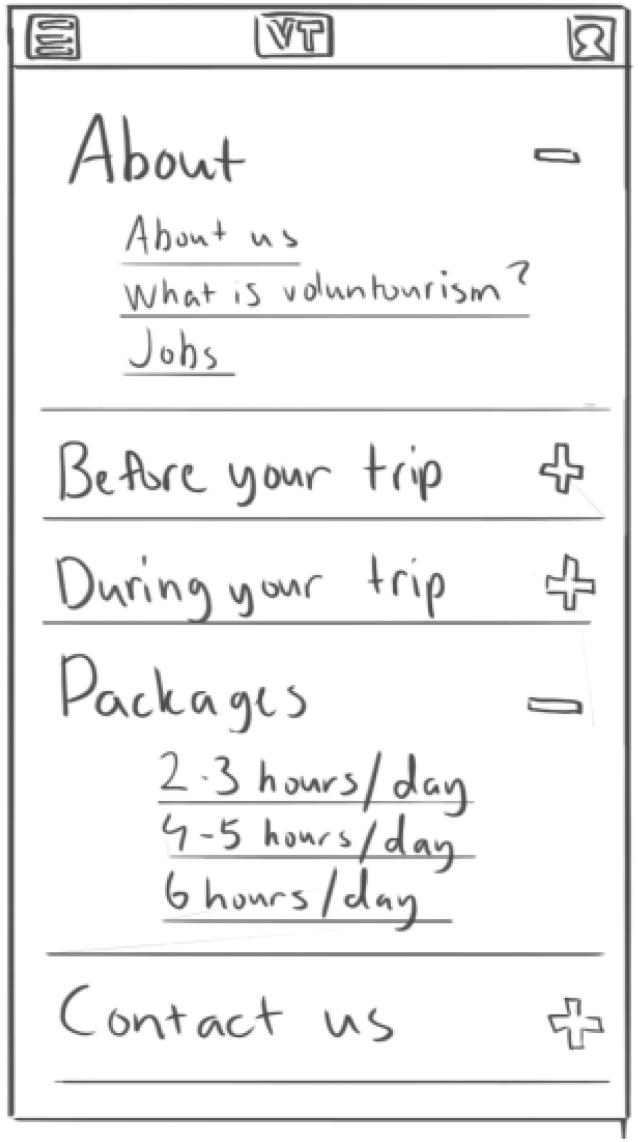
- Free breakfast

4 hours package

- Free accommodation
- Discounts on the Rental Services

6 hours package

- Free accommodation
- Free breakfast
- Free winter clothing and discounts on the rental services



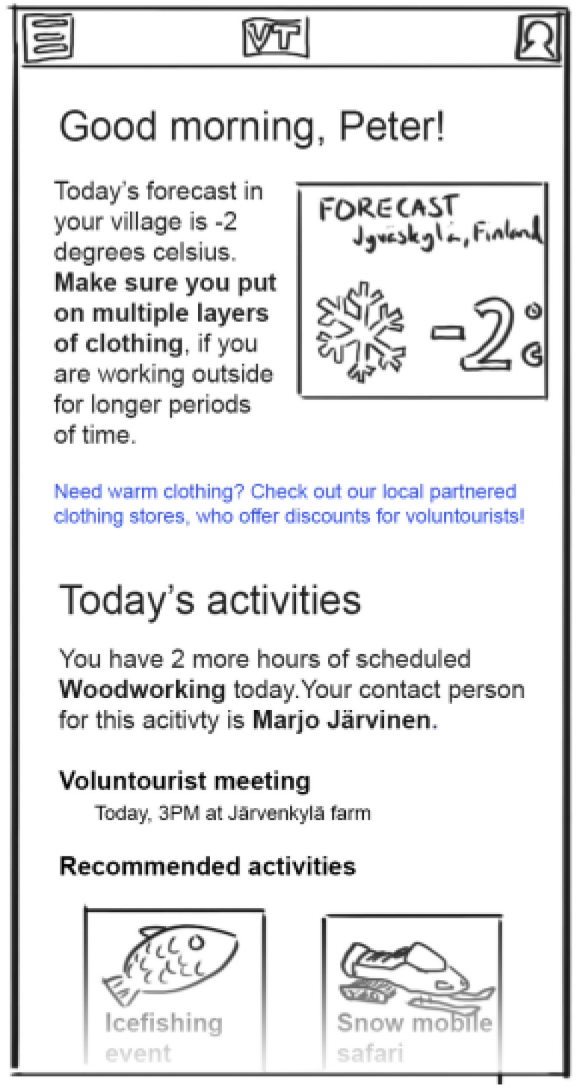
Rental Services

A local business that rents warm clothing and equipments for all activities based on the season

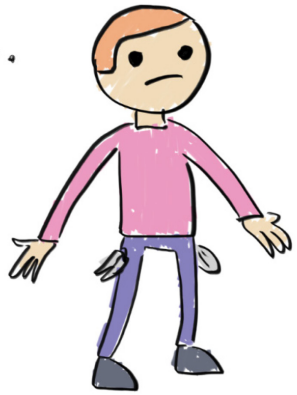
Winter jackets, boots, fishing equipments, bikes, skis, ice skates, hockey sticks, snowmobiles, etc.

Generates income for the local business

Volunturists save money and don’t have to buy the equipment they won't need after the trip



1.



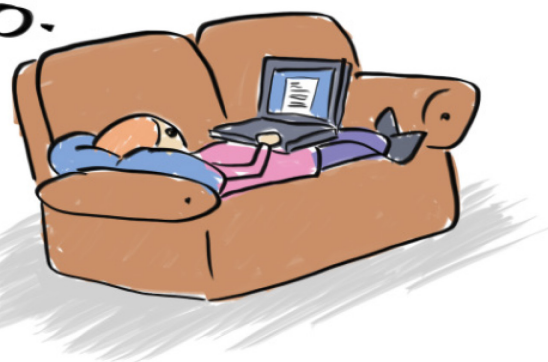
2.

3.

4.

5.

6.



7.

8.

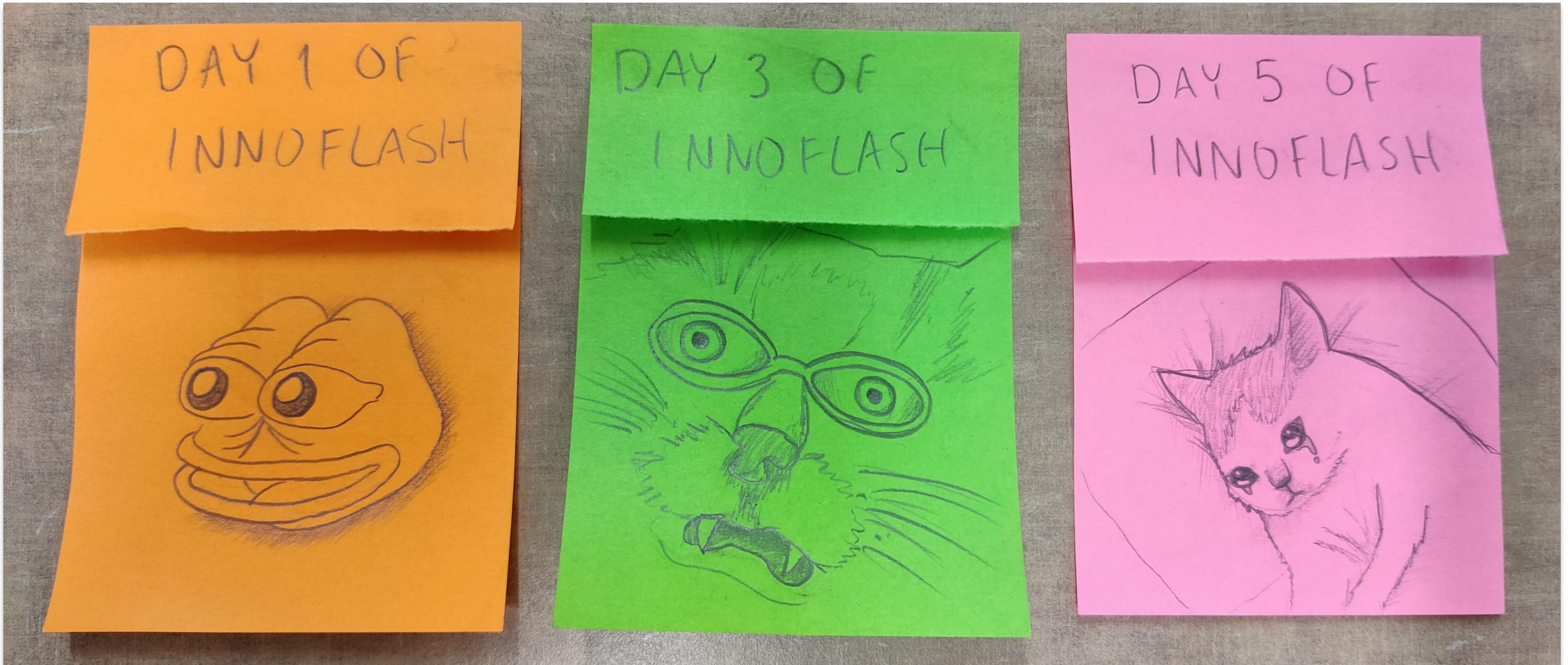
9.

10.

Brand

We want to make it as **convenient** as possible to learn about Voluntourism and Central Finland

Our goal is to make the app **expandable** to other countries as well

The app is **one of a kind** in Finland

Thank you !