

SEGMENTATION MODEL

How to bring segments to life?

Segment personas



Visit Finland

HOW DID WE GET HERE?

Brief summary about the segmentation

We identified 11 segments

NATURE AND DISCOVERY



 Nature lover



 Lifestyle traveller

CULTURE AND LEARNING



 Culture traveller




 Foodie




 Group traveller




 LGBTQ+ traveller

ENTERTAINMENT AND WELLBEING



 City life enthusiast



 Sun & beach lover



 Wellbeing seeker

SPORTS AND ACTIVITIES



 Outdoor explorer

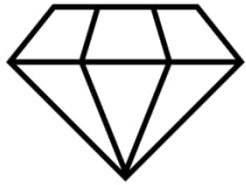


 Active hobbyist

Segmentation is a tool for customer understanding and targeting



Why we need segmentation?



FINLAND'S OFFERING NEEDS TO BE SHARPER AND BETTER TARGETED AT DIFFERENT SEGMENTS

In order to stand out, Finland's offer must be more strongly focused on the needs of different segments. Differentiation from Norway and Sweden in a relevant way is extremely important

YOU NEED TO USE THE SEGMENTATION !

Introduction to segment personas



Active
hobbyist

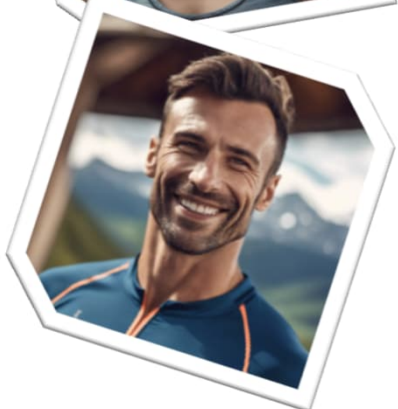
Culture
traveller

Lifestyle
traveller

Nature
lover

Outdoor
explorer

City life
enthusiast



What are the benefits?

There are two benefits of personalization:

CONCRETE AND EASY TO USE

Character personas are easy to approach and make results tangible. At the same time we can ensure that they genuinely reflect the research findings.

CONSISTENT IMPLEMENTATION TOOL

Personas also provide an easy and consistent tool for implementing segmentation. By using the same personas, the interpretation of segments remains consistent with the research, and the profiles of segments do not deviate too far from reality.

How was the personalization carried out?

The personalization of segments was carried out in three stages:

- **INITIAL PROFILE BUILDING AND FEEDBACK**

The preliminary profile material was reviewed in collaboration with Visit Finland, and the structure of the material was adjusted based on feedback

- **PROFILE FINALIZATION & VISUALIZATION**

Profiles are described based on segmentation data and visualized using image banks and artificial intelligence.

- **METHODS AND IMPLEMENTATION**

Suitable methods were integrated into the material, and their utilization is discussed in collaboration with Visit Finland.

The personalized segments included Nature Lover, Culture Traveler, Lifestyle Traveler, and Outdoor Explorer, with supporting segments Active Hobbyist and City Life Enthusiast.



What does the material contain?

PROFILE CARD



Active hobbyist

NIMI: Hans Becker
IKÄ: 34 v.
MAA: Saksa
AMMATTI: Autokauppias

"You miss 100 percent of the shots you don't take."

MILLAINEN ON PERSOONANA?

- On **aktiivinen ja liikunnallinen**. Harrastaa talvisin mm. lumilautailua ja osaa monipuolisesti erilaisia lajeja.
- Nauttii elämäyksistä. On kuluttajana **ostovoimainen, laatu tietoinen** ja mutta myös **impulsiivinen**
- **Viihtyy ulkoilmassa**, mutta ei ole varsinainen luontomatkailija

MITÄ HAKEE MATKAILUJANA?

- Suunnittelevat viikon **aktiivista ja urheilullista** lomaa jossa yhdistyy uudet **toiminnalliset kokemukset sekä yöelämä**
- **Uudet ja jännittävät sekä ainutlaatuiset** kokemukset kiinnostavat. On valmis myös kokelemaan **spontaanisti uutta**
- Suunnittelee matkustavansa yhdessä puolisonsa sekä mahdollisesti myös ystävä pariskunnan kanssa.

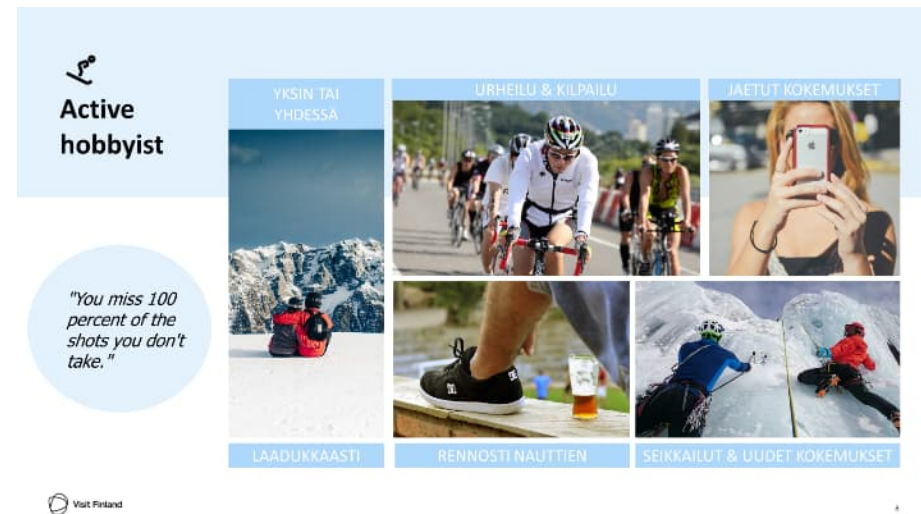
MITEN VALITSEE KOHTEEN?

- On suhteellisen kokeneena matkustajana **spontaanii päätöksentekijä** ja jättää varaamisen usein viimehetkeen
- Hakee inspiraatiota ja suosituksia **sosiaalisesta mediasta ja podcasteista**
- Varauksen tekemiseen suosii **digitaalisia kanavia** kuten Trivagoa ja Skyscanneria

Visit Finland

A concise description of the person that helps to identify the target audience

ACTIVITY COLLAGE



Active hobbyist

"You miss 100 percent of the shots you don't take."

YKSIN TAI YHDESSÄ
URHEILU & KILPAILU
JAETUT KOKEMUKSET

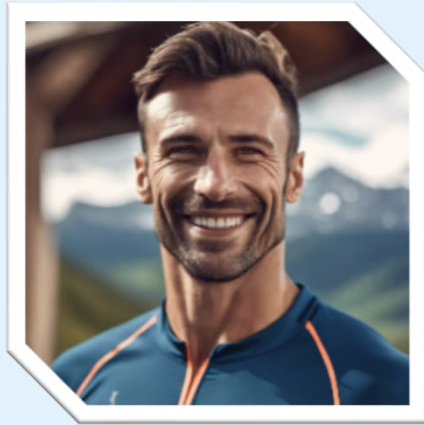
LAADUKAASTI
RENNOSTI NAUTTIEN
SEIKKAILUT & UUDET KOKEMUKSET

Visit Finland

A more visual 'mood board'-type image collage



Active hobbyist



NAME: Lucas

AGE: 34 yrs.

PROFESSION: Car dealer

"You miss 100 percent of the shots you don't take."

WHAT IS HE LIKE AS A PERSON?

- He is active and athletic. During the winter, he engages in activities such as snowboarding and is skilled in various sports
- He enjoys the outdoors but is not necessarily a true nature enthusiast
- He appreciates new experiences and trying out new things
- As a consumer, he is quality-conscious, and impulsive buyer with a strong purchasing power

WHAT IS HE LOOKING FOR AS A TRAVELER?

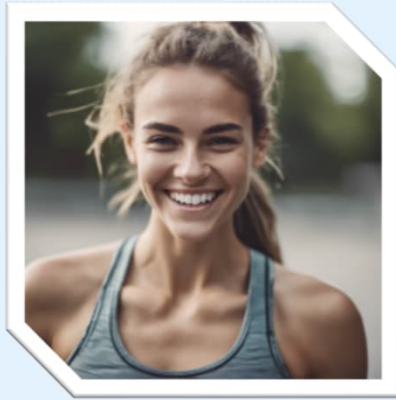
- He is planning a week-long active vacation that includes both physically engaging activities and nightlife
- New and exciting, as well as unique experiences, always pique his interest. He is also willing to spontaneously try something new
- He is planning on traveling with his spouse and possibly with another couple who are friends

HOW DOES HE CHOOSE A DESTINATION?

- As an experienced traveler, he is a quick decision-maker and often leaves booking until the last minute
- Prior to the trip, he seeks inspiration and recommendations from social media and podcasts. He is willing to take risks and can easily choose a destination he is unfamiliar with
- When making reservations, he prefers digital channels such as Trivago and Skyscanner. He may also utilize the services of travel agencies



Active hobbyist



NAME: Maria M.

AGE: 29 yrs.

PROFESSION: Dentist

*"Nothing can stop
you and nothing
can define you."*

WHAT IS SHE LIKE AS A PERSON?

- She is active and adventurous. In the summer, she engages in water sports such as whitewater kayaking, and in winter, she enjoys snowboarding
- She enjoys the outdoors but is not necessarily a dedicated nature enthusiast
- She appreciates new experiences and trying out new things
- As a consumer, she is financially capable, quality-conscious, and also impulsive

WHAT IS SHE LOOKING FOR AS A TRAVELER?

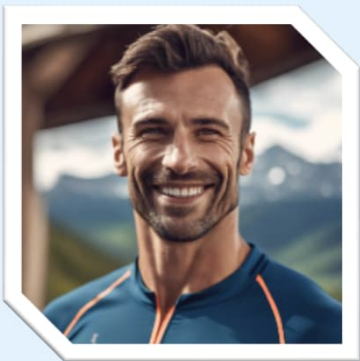
- She wants a vacation that includes active experiences with the whole family in a location offering fun and diverse physical activities
- She values sustainable choices when traveling and often offsets her flight emissions
- She plans for a trip with her family, including two young children and her spouse. Occasionally, she also travels alone

HOW DOES SHE CHOOSE A DESTINATION?

- As an experienced traveler, she is a quick decision-maker and often leaves booking until the last minute
- Prior to the trip, she seeks inspiration and recommendations from social media and podcasts. She is willing to take risks and can easily choose a destination she is unfamiliar with
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Active hobbyist



LIKES

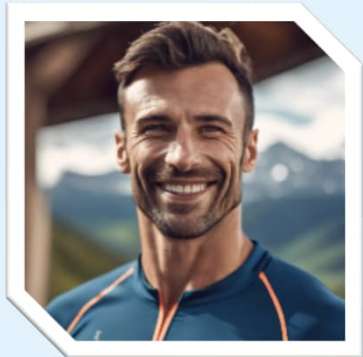
- Enjoys interesting challenges and is open to trying new things
- Values “casual quality” – expects good flexibility from service providers
- Sustainability related topics are important and expects them to be in order

DISLIKES

- Not interested in museums or art
- Doesn't want to spend vacation doing nothing i.e does not enjoy lying on the beach
- Doesn't want to travel to boring destinations that are too ordinary and lack anything new to experience



Active
hobbyist



What is their state of mind?

ALONE OR
TOGETHER



HIGH-QUALITY

SPORTS & COMPETITION



ENJOYING CASUALLY

SHARED EXPERIENCES



ADVENTURES & NEW EXPERIENCES



Culture traveller



NAME: Emma F.

AGE: 49 yrs.

PROFESSION: Researcher

*"Where words fail
music speaks."*

WHAT IS SHE LIKE AS A PERSON?

- She is a curious and profound individual. In her free time, she participates in a book club and regularly attends the opera and art exhibitions
- She enjoys the realms of food, culture and art but has little interest in sports or nature
- She is keen on learning and experiencing new things but does not seek adventure
- As a consumer, she is highly affluent and quality-conscious

WHAT IS SHE LOOKING FOR AS A TRAVELER?

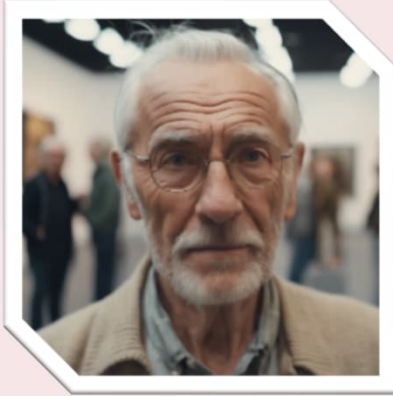
- She is planning a five-day city break, where she can explore the city's wide range of cultural offerings and also attend a highly rated opera. She is also interested in modern art and design
- She has researched the most interesting restaurants in advance and intends to visit them
- She wants to ensure that the vacation includes interesting cultural experiences and thoroughly researches the holiday destination in advance.
- She is planning to travel together with her spouse and possibly also with another couple of friends.

HOW DOES SHE CHOOSE A DESTINATION?

- She is an experienced traveler and a meticulous planner who usually books her trips well in advance.
- Before the journey, she seeks inspiration from travel websites, travel literature, travel-themed TV shows or movies, as well as articles in newspapers and magazines.
- When making reservations, she prefers digital channels, with a particular emphasis on using online travel services like Booking.com and Expedia. Rarely turns to traditional travel agencies.



Culture traveller



NAME: Marcus H.

AGE: 71 yrs.

PROFFESION: Retired

*"Everything has
its beauty, but
not everyone
sees it."*

WHAT IS HE LIKE AS A PERSON?

- As a person, he is curious and profound. As a hobby, he leads a history club and engages in astronomy
- He enjoys the realms of food, culture, art, and history but has little interest in sports or nature
- He is keen on learning and experiencing new things but does not seek adventure
- As a consumer, he is highly affluent and quality-conscious

WHAT IS HE LOOKING FOR AS A TRAVELER?

- He plans a week-long vacation to a culturally and historically interesting destination with fascinating museums and historical landmarks
- He wants to ensure that the vacation includes interesting cultural experiences or historical sites and thoroughly researches the holiday destination in advance
- He is planning to travel together with his spouse

HOW DOES HE CHOOSE A DESTINATION?

- He is an experienced traveler and a meticulous planner who usually books his trips well in advance
- Before the journey, he seeks inspiration from travel websites, travel literature, travel-themed TV shows or movies, as well as articles in newspapers and magazines
- When making reservations, the role of digital channels is limited. Prefers well-known booking platforms and hotels. Might also purchase a complete travel package



Culture traveller



ALONE OR WITH ANOTHER COUPLE



HIGH-QUALITY

CLASSIC AND MODERN CULTURE



FOOD EXPERIENCES

PLANNING IN ADVANCE



ART & HISTORY



Culture traveller



LIKES

- Enjoys inspiring experiences in museums and culture offering
- Wants to experience and learn new things but isn't seeking adventures
- Prefers to eat well and stay in premium hotels

DISLIKES

- Although enjoys being in cities, does not appreciate urban nightlife - Avoids noise and large events
- Does not enjoy surprises and unexpected turns during the vacation
- Does not prefer beach holidays or being in the middle of nature - prefers an urban environment



Lifestyle traveller



NAME: Anna A.

AGE: 42 yrs.

PROFESSION: Graphic designer

"Truly understanding others opens the world with new eyes"

WHAT IS SHE LIKE AS A PERSON?

- She is curious, adventurous, and social as a person. In her freetime she volunteers for a charity organization
- She relishes authentic cultural experiences and is interested in exploring and immersing herself in different cultures
- Somewhat economical in her spending habits, not seeking the most expensive options.

WHAT IS SHE LOOKING FOR AS A TRAVELER?

- She is planning a week-long trip to a beautiful town where she can rent a car to explore local villages and take day trips to the lakes in the area
- Her goal is to experience the authentic culture of the area, observe local lifestyles, and connect with the local people
- She plans to travel with her spouse

HOW DOES SHE CHOOSE A DESTINATION?

- As an experienced traveler, she is somewhat organized; while the overall framework of the trip is decided in advance, some details can be left open. She books her trips well in advance.
- Before the journey, she seeks inspiration primarily through online searches, travel websites, travel literature, and articles in newspapers and magazines.
- When making reservations, she prefers digital channels such as Booking.com, Airbnb, Expedia, and Kayak. She rarely turns to traditional travel agencies.



Lifestyle traveller



NAME: Hugo R.

AGE: 63 yrs.

PROFFESION: Teacher

"Always be curious"

WHAT IS HE LIKE AS A PERSON?

- He is a curious, adventurous, and social individual. He enjoys learning foreign languages in a group setting and taking walks in the forest.
- He relishes authentic cultural experiences and is interested in exploring and immersing himself in different cultures.
- Somewhat economical in his spending habits, not seeking the most expensive options.

WHAT IS HE LOOKING FOR AS A TRAVELER?

- He is planning a two-week tour to visit interesting villages in a particular region
- His goal is to experience the authentic culture of the area, observe local lifestyles, and connect with the local people
- He plans to travel with his spouse

HOW DOES HE CHOOSE A DESTINATION?

- As an experienced traveler, he is somewhat organized; while the overall framework of the trip is decided in advance, some details can be left open. He books his trips well in advance.
- Before the journey, he seeks inspiration primarily through travel websites, travel literature, and articles in newspapers and magazines.
- When making reservations, he prefers digital channels such as Booking.com, Airbnb, Expedia, and Kayak. He rarely turns to traditional travel agencies.



Lifestyle traveller



TOGETHER



ADVENTUROUSLY

BEYOND TOURIST DESTINATION



AUTHENTICITY

MULTIPLE DESTINATIONS



LOCAL CULTURE & PEOPLE



Lifestyle traveller



LIKES

- Exploring the new and experiencing different cultures
- Enjoys socializing and meeting new people
- Wants to experience and learn new things

DISLIKES

- Do not want to travel to tourist destinations
- Not interested in staying in one place or a beach vacation
- Excessive commercialism is annoying – does not enjoy activities such as shopping



Nature lover



NAME: Ella F.

AGE: 57 yrs.

PROFESSION: Radio journalist

"Every leaf tells a story"

WHAT IS SHE LIKE AS A PERSON?

- As a person, she is calm and curious. She enjoys gardening and takes nature walks with her two dogs.
- She finds joy and relaxation in nature and with animals but is not particularly athletic.
- She wants to experience and witness nature but does not seek adventure.
- As a consumer she is considerate and values affordability in her choices

WHAT IS SHE LOOKING FOR AS A TRAVELER?

- She is planning for a week-long trip to a beautiful nature destination with cottage accommodation and nearby services. She wants to experience well-known natural attractions through guided tours.
- Animals are close to her heart, and she is interested in getting to know different animals, such as reindeers.
- She enjoys everyday and ordinary food
- She is planning to travel with her spouse

HOW DOES SHE CHOOSE A DESTINATION?

- As a bit less experienced traveler, she plans her vacations quite carefully and books them well in advance.
- Before the trip, she seeks inspiration primarily through online searches and travel websites.
- She likely books her trips directly or partly through a travel agency. She is not particularly experienced in using online booking sites.



Nature lover



NAME: Michael S.

AGE: 46 yrs.

PROFESSION: Civil engineer

"Connecting with nature brings peace"

WHAT IS HE LIKE AS A PERSON?

- As a person, he is calm and curious. He enjoys birdwatching and woodworking
- He finds joy and relaxation in nature and with animals but is not particularly athletic
- He wants to experience and witness nature but does not seek adventure
- As a consumer he is considerate and values affordability in his choices

WHAT IS HE LOOKING FOR AS A TRAVELER?

- He is planning a week-long trip and intends to rent a cottage by the sea or lake. Plans to go birdwatching and take walks in the nearby nature during the vacation
- Values privacy. Wants to see authentic nature and enjoy its tranquility
- Plans to travel with his spouse

HOW DOES HE CHOOSE A DESTINATION?

- As a slightly less experienced traveler, he plans vacations quite carefully and books them well in advance
- Before the trip, he seeks inspiration primarily through online searches and travel websites
- He likely books his trips directly or partly through a travel agency. He is not particularly experienced in using online booking sites



Nature
lover



TOGETHER



CASUALLY

NATURE & NATURAL PHENOMENA



ORDINARY & NO-FRILLS

COMFORT & SECURITY



ENCOUNTERING ANIMALS





Nature lover



LIKES

- Wants to experience nature safely
- Seeks privacy and a peaceful vacation outside of cities
- Enjoys activities during the vacation – does not want to just stay still

DISLIKES

- Does not need to be very fancy – do not want to pay, for example, for fine dining
- Do not crave urban culture, museums, or a swimming pool
- Do not want to be sporty or adventurous during their vacation



Outdoor explorer



NAME: Jack E.

AGE: 32 yrs.

PROFESSION: IT specialist

"Let the outdoors be your greatest adventure"

WHAT IS HE LIKE AS A PERSON?

- He is a consumer that values sustainable choices. In addition to his work, he actively participates in civic activities
- Being in nature is an important part of his life. He enjoys hiking and trekking
- As a consumer he is ecological and likes to make responsible choices. He consumes thoughtfully but is also very financially capable. He values quality in his purchases

WHAT IS HE LOOKING FOR AS A TRAVELER?

- He is planning a hiking and camping trip to a national park. Intends to stay in a tent and wilderness huts during the trek. Also interested in the possibility of renting a kayak or a mountain bike.
- In addition to camping, he plans to rent a cottage if the family joins
- Particularly interested in authentic nature experiences. Untouched nature in various forms appeals to him.
- Likely to travel with his spouse and children but may also go on a solo trip

HOW DOES HE CHOOSE A DESTINATION?

- He is an experienced traveler who makes his choices quite spontaneously and does not spend much time planning. Seeks flexibility and may change his mind quickly.
- Finds inspiration largely from digital channels. Social media in various forms, such as TikTok and Instagram, are important.
- Books his trips himself, using tools like Trivago. Rarely uses a travel agency



Outdoor explorer



NAME: Nina C.

AGE: 32 yrs.

PROFESSION: CFO

"Every trail tells a story"

WHAT IS SHE LIKE AS A PERSON?

- She is an active and responsible person. Enjoys exercise and traveling
- Traveling to nature destinations is an important way to relax from work. Enjoys hiking and mountain biking
- As a consumer she is ecological and responsible. Consumes thoughtfully but is also very financially capable. Wants to make ecological choices while traveling as well

WHAT IS SHE LOOKING FOR AS A TRAVELER?

- She is planning an active vacation far from cities and tourism. Prefers to stay in a luxury cottage and wants to avoid hotels
- Wants to spend time outdoors, for example, mountain biking or hiking
- Also interested in well-being themes and enjoys swimming in natural waters. High-end well-being services appeal to her – however, she does not enjoy spa environments

HOW DOES SHE CHOOSE A DESTINATION?

- She is an experienced traveler who makes her choices quite spontaneously and does not spend much time planning. Seeks flexibility and may change her mind quickly
- Sustainability is emphasized in decision-making, and she aims to, for example, offset her own emissions
- Finds inspiration largely from digital channels. Social media in various forms, such as TikTok and Instagram, are important
- Books her trips herself, using tools like Trivago. Rarely uses a travel agency



Outdoor explorer



WITH FAMILY



INDEPENDENTLY

AUTHENTIC NATURE EXPERIENCE



PEACE OF MIND

SUSTAINABILITY



BEING ACTIVE



Outdoor explorer



LIKES

- Wants to experience authentic nature on their own terms
- Wants to be active and sporty but values peace and privacy
- Is spontaneous and gets excited about new opportunities

DISLIKES

- Wants to avoid tourist destinations and overly planned programs
- Not interested in museums or famous landmarks
- Dislikes restrictions – wants to retain the flexibility to change plans according to the situation



City life enthusiasts



NAME: Daniela A.

AGE: 29 yrs.

PROFESSION: Cosmetologist

"Life should always be fun"

WHAT IS SHE LIKE AS A PERSON?

- She is a cheerful and energetic person. Enjoys show dancing, regularly goes to nightclubs with friends, and loves shopping
- Interested in various entertainment experiences, such as concerts and events
- Wants to experience and see a lot and is somewhat open to adventure
- As a consumer, she needs to be budget-conscious and looks for the best deals

WHAT IS SHE LOOKING FOR AS A TRAVELER?

- She is planning an extended weekend in a city destination that combines shopping, nightlife, and an exciting concert
- Enjoys pampering herself and is also willing to pay a little extra for a small luxury despite a limited budget
- Plans to travel with her friends

HOW DOES SHE CHOOSE A DESTINATION?

- As a less experienced and budget-conscious traveler, she is a fairly careful planner, and vacations are usually booked well in advance. However, she occasionally goes on smaller, more spontaneous trips with friends on short notice
- Seeks inspiration and recommendations before the trip from friends' experiences, social media, and advertisements
- Prefers digital channels such as Trivago and Hotels.com for making reservations



City life enthusiasts



NAME: Leo H.

AGE: 36 yrs.

PROFESSION: Supervisor

"Infusing joy into our daily experiences is essential for escaping the ordinary."

WHAT IS HE LIKE AS A PERSON?

- He is a spontaneous and energetic individual who engages in soccer and occasionally visits bars with friends
- Interested in entertainment and sports, he enjoys attending concerts and sports events
- Wants to experience and see a lot and is somewhat open to adventure
- As a consumer, he is budget-conscious and seeks for the best deals

WHAT IS HE LOOKING FOR AS A TRAVELER?

- He plans a week-long trip to a city with an exciting sports event
- Strives to find a destination that offers activities for both adults and children
- Ensuring the enjoyment of children and the family is crucial, and the travel plan includes shopping and a visit to the zoo
- Plans to travel with his daughter, spouse, and another couple with two children.

HOW DOES HE CHOOSE A DESTINATION?

- As a less experienced and budget-conscious traveler, he is a fairly careful planner, and vacations are usually booked well in advance
- Seeks inspiration and recommendations before the trip from friends' experiences, social media, and advertisements
- Prefers digital channels such as Trivago and Hotels.com for making reservations



City life enthusiasts



FRIENDS, PARTNER,
OR FAMILY



ENERGETICALLY

AMUSEMENT PARKS & ZOOS



FUN & EASY

SHARED EXPERIENCES



NIGHTLIFE & EVENTS



City life enthusiasts



LIKES

- Seeks a fun and entertaining escape from everyday life
- Attracted to vibrant and inspiring urban entertainment options with a social aspect
- Values a wide and diverse range of choices, providing something for everyone

DISLIKES

- Not interested in museums, culture, or nature
- Annoyed by high price levels, although willing to spend money
- Does not appreciate small and quiet destinations with limited service offerings



Active
hobbyist

Culture
traveller

Lifestyle
traveller

Nature
lover

Outdoor
explorer

City life
enthusiasts

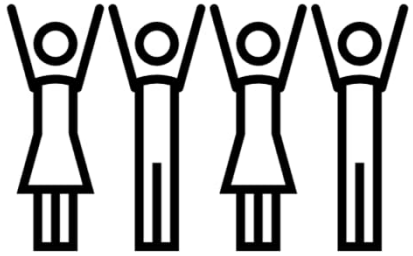


HOW TO USE THIS?

Example of workshop approach

HOW TO UTILIZE SEGMENTATION?

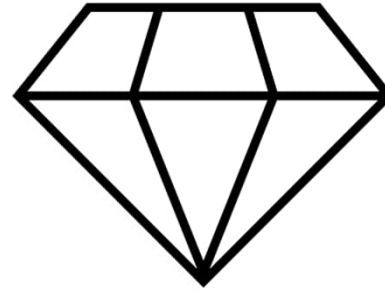
WORKSHOP EXERCISE EXAMPLE



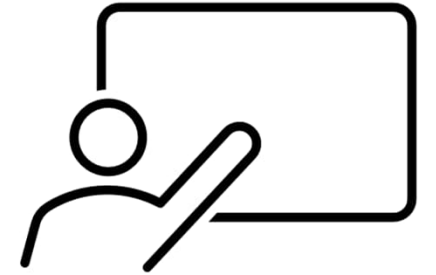
WE CHOOSE ONE
PERSON AND
FOCUS ON IT



WE GROUP OFFERINGS
SUITABLE FOR THE
TARGET AUDIENCE

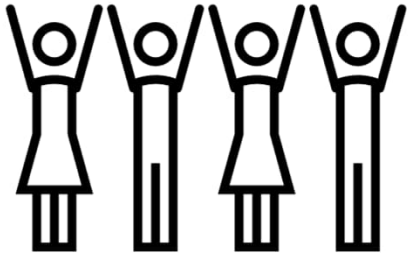


WE SUMMARIZE
THE CORE MESSAGE
OF THE OFFERING



WE CRITICALLY
REVIEW THE
OUTCOME

WHO ARE WE DEVELOPING FOR?



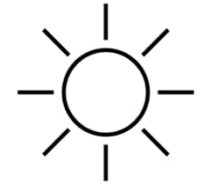
1. GET FAMILIAR WITH DIFFERENT PROFILES AND CHOOSE ONE AS TARGET FOR YOUR DEVELOPMENT WORK
2. DEEP DIVE INTO THE TARGET PERSON'S PROFILE AND STRIVE TO UNDERSTAND **THE NEEDS OF THE TARGET AUDIENCE**

WHAT DO WE HAVE TO OFFER?

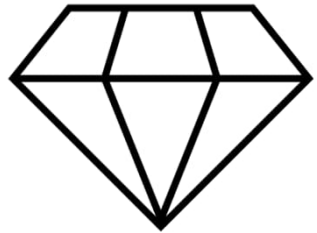


1. COLLECT WHAT **INTERESTING OFFERING** YOU HAVE FOR THIS TARGET PERSON
2. LOOK FOR COMMON THEMES THAT COULD INTEGRATE OFFERINGS INTO A **SINGLE SERVICE CONCEPT**

MON TUE WED THU FRI SAT SUN



SUMMARIZE THE MESSAGE BASED ON THE OFFERING OR CONCEPT



WHAT IS OUR CORE MESSAGE?

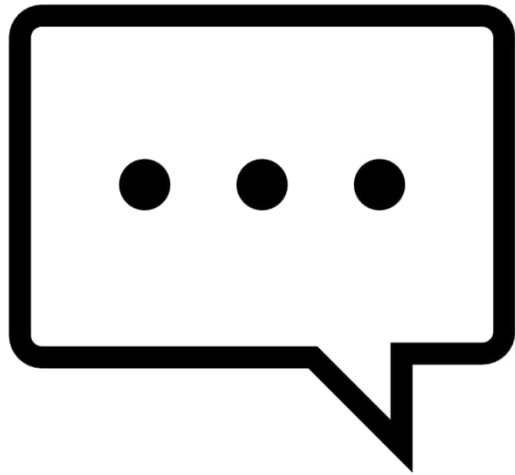
1. INTERESTING AND RELEVANT
2. CREDIBLE
3. DISTINCT FROM COMPETITORS



THE GOAL IS NOT TO COME UP WITH A SLOGAN BUT...

A concise description of our offering that is convincingly interesting, credible, and also stands out to the target audience.

WHAT OFFERINGS DO YOU HAVE FOR US?



" Summarize the essentials into one WhatsApp message."

CORE MESSAGE:

TARGET AUDIENCE

SEGMENT:

THE CORE OF THE PROFILE:

BENEFIT

CORE BENEFIT:

WHY INTERESTING?

WHY CREDIBLE?

WHY UNIQUE?

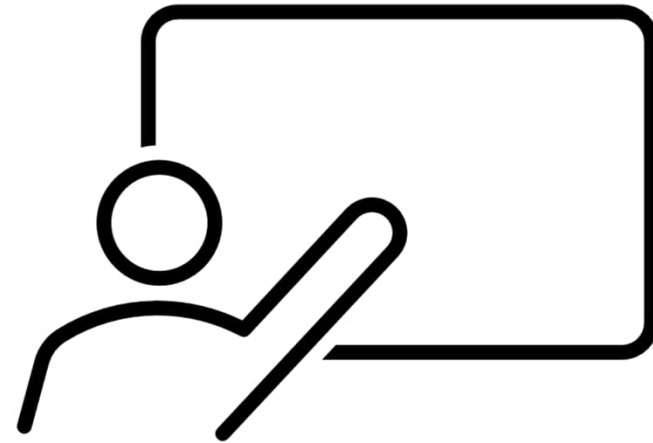
THE CORE OF THE OFFERING

ELEMENT 1:

ELEMENT 2:

NOTES:

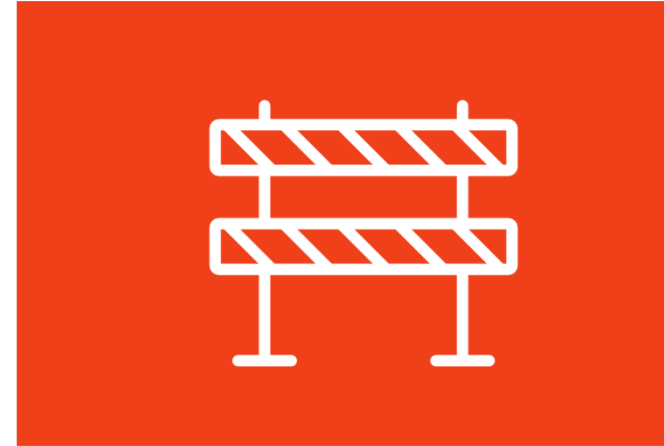
LET'S GO THROUGH
THE CONCEPTS



CONCEPT REVIEW



What kind of experience is this for the customer?



What are the biggest obstacles to making a purchase?

HOW DO WE EVALUATE THIS?

RELEVANCE



NOW



IN THE FUTURE

MARKETING INVESTMENT DEMAND POTENTIAL



LOW



HIGH

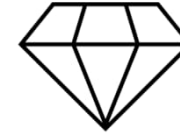


HIGH



LOW

UNIQUENESS



HIGH



LOW

5

4

3

2

1

Steps of customer-centric development

CHOOSE &
DIVE
DEEPER

Active hobbyist

Millainen on heidän mielenmaisemansa?

YKSIIN TAI YHDESSÄ URHEILU & KILPAILU JAETUT KOKEMUKSET

LAADUKKAASTI RENNOSTI NAUTTIEN SEIKKAILUT & UUDET KOKEMUKSET

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PLAN THE
OFFERING

MA TI KE TO PE LA SU

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YDINVIESTI:

SUMMARIZE AND
CONCEPTUALIZE

KOHDERYHMÄ

SEGMENTTI:

PROFIILIN YDIN:

HYÖTY

YDIN HYÖTY:

MIKSI KIINNOSTAVA?

MIKSI USKOTTAVA?

MIKSI UNIKKO?

TARJONNAN YDIN

ELEMENTTI 1:

ELEMENTTI 2:

HUOMIOT:

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EVALUATE
CRITICALLY
AND IMPROVE

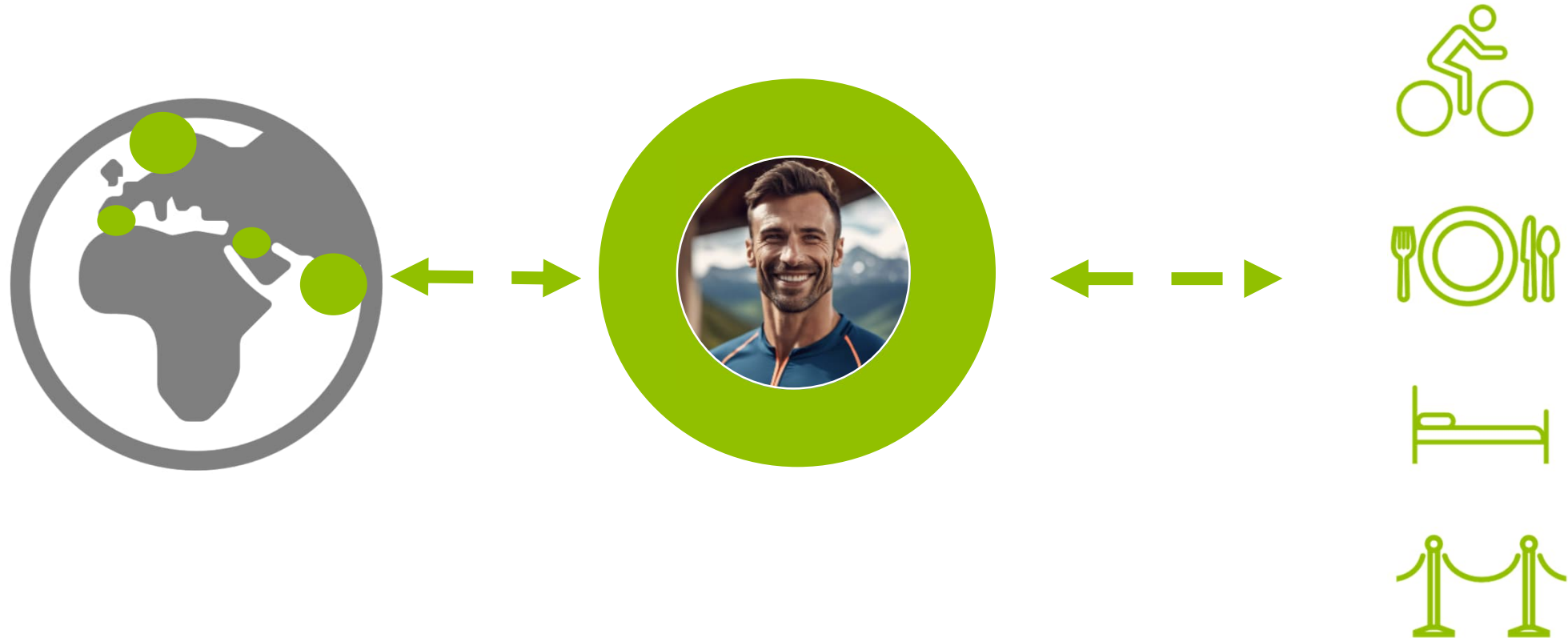
MITEN ARVIOIMME TÄTÄ?

AJANKOHTAISUUS MARKKINOINTIPANOS KYSYNTÄPOTENTIAALI AINUTLAATUISUUS

5
4
3
2
1

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Segmentation is also a bridge that connects the offering and communication to target group



JUST USE IT!!



