



Travellers' perceptions of stopoverguide.fi
City of Vantaa 7.10.2019

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References

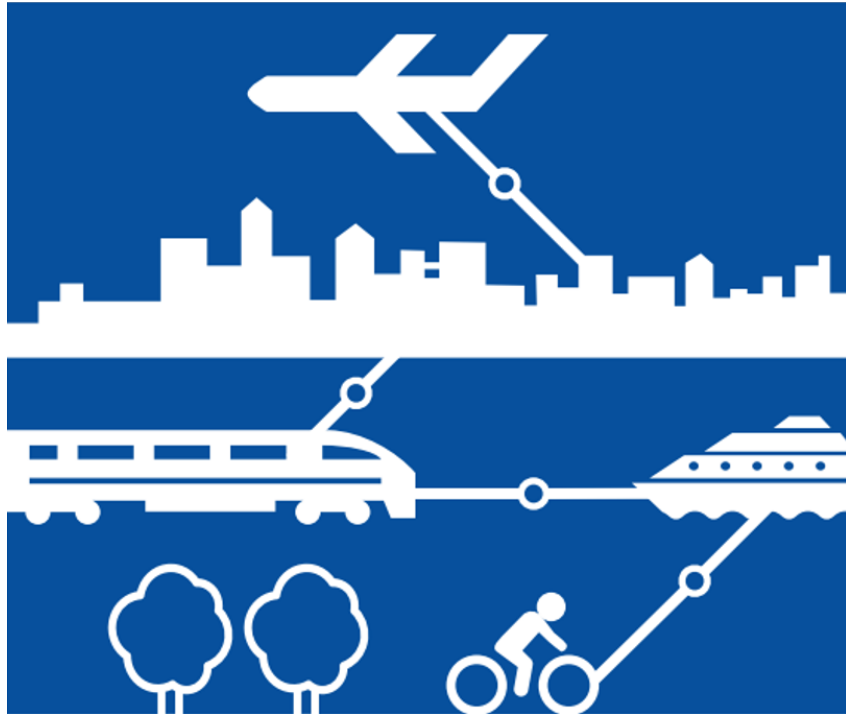
- Davis, F.D. (1989), “Perceived usefulness, perceived ease of use, and user acceptance of information technology”, *Management Science*, Vol. 13 No. 3, pp. 319-340.
- Ho, C. and Lee, Y. (2007), “The development of an e-travel service quality scale”, *Tourism Management*, Vol. 28 No. 6, pp. 1434-1449.

Research background

- The "Last Mile" Project ("Perille asti" in Finnish) aims to improve the mobility of local residents and travellers in Helsinki Region:
 - ✓ Nuuksio and Rantaraitti in Espoo
 - ✓ Aviapolis and other tourist destinations in Vantaa
 - ✓ Jätkäsaari and Ruoholahti in Helsinki
- It is a joint project of City of Vantaa, Espoo Marketing, Forum Virium Helsinki, Metropolia UAS, Aalto University and Demos Helsinki.
- "Last mile" is funded by European Regional Development Fund through the "Six City Strategy" during 2017-2019.



Project Organization at Metropolia UAS



- Project Manager: Kaija Haapasalo
- Project Specialist: Suvi Moll
- Project Assistant: Yi Zhang

About stopoverguide.fi Project

- Fourteen companies in Vantaa have participated in the new online service stopoverguide.fi, which was launched 3.6.2019.
- The purpose of the service is to attract stop-over travellers to stay in the area of Vantaa by providing tourism information of near-by destinations and how to reach them by public transportation.
- The "Travellers' perceptions of stopoverguide.fi" -project aims to help the service provider receive quality feedbacks through intercept interviews.

stopoverguide.fi service screen capture

The screenshot displays the homepage of stopoverguide.fi. At the top, there is a navigation bar with 'Stopover Guide', 'Favourites', and language options 'EN' and 'FI'. The main header features a large image of the Helsinki Airport terminal with the text 'HELSENKI AIRPORT' and 'Find Exciting Experiences near Helsinki Airport'. Below this is a search filter section with the prompt 'GIVE DETAILS TO SEE WHICH ACTIVITIES FIT YOUR TRAVEL PLAN:'. It includes a dropdown for 'Maximum time to spend' set to '12 hours', a location field for 'Helsinki-Vantaa Airport', and a 'VIEW ACTIVITIES' button. A row of partner logos follows, including 6Aika, Uudenmaan liitto, the EU logo, Last Mile, and Nylands förbund. The main content area is titled 'Activities for you' and includes a 'Change date & time to see other options' link and a 'Filter by categories' link. Three activity cards are shown: 'Move with joy in SuperPark', 'Discover a Well-Preserved Medieval Church', and 'Experience the wonders of virtual reality!'. Each card has a small image and a brief description.

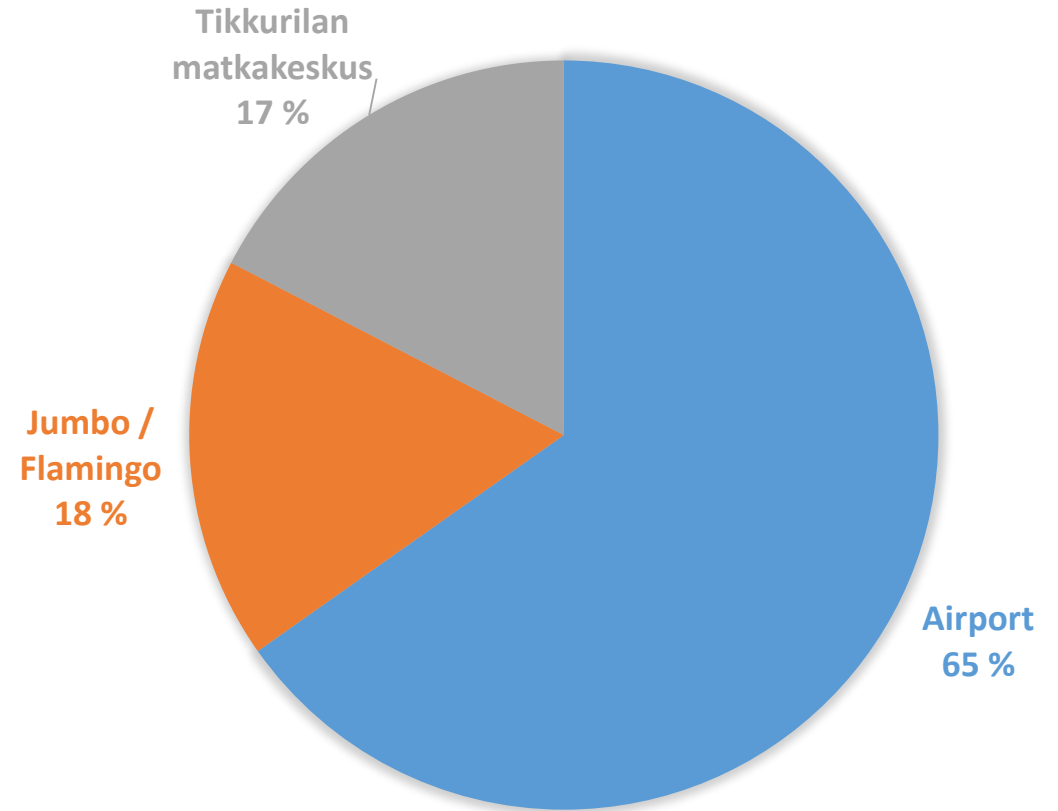
Research method: *Intercept Interviews*

- *Stopoverguide.fi* service was shown to interviewees with ipad
- Travellers tried the service themselves with ipad
- Face-to-face intercept interviews

Interview dates at each destination, summer 2019

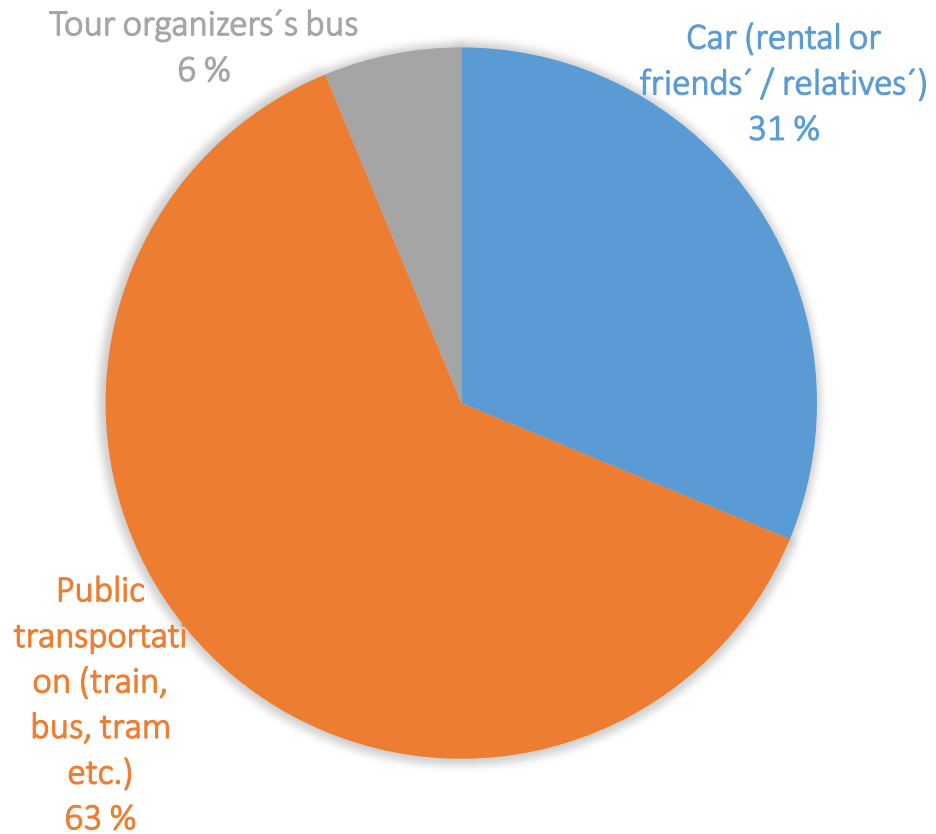
- Helsinki-Vantaa Airport
 - ✓ 6.7.
 - ✓ 7.7.
 - ✓ 13.7.
 - ✓ 11.8.
- Jumbo Shopping Center / SOKOS Hotel Flamingo
 - ✓ 20.7.
 - ✓ 21.7.
- Tikkurilan Matkakeskus
 - ✓ 18.8

Total amount of interviews: 92

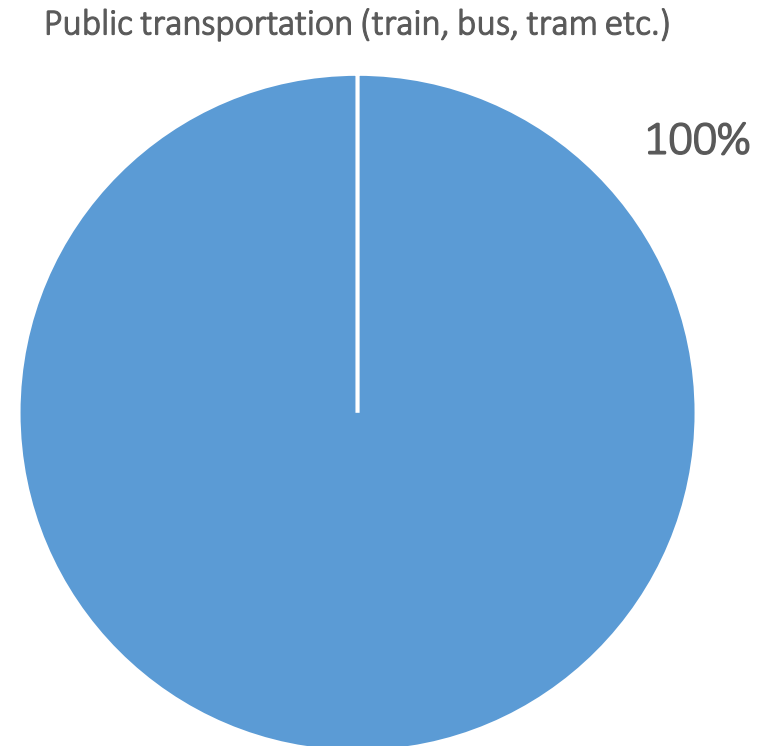


Division of interviews at each destination

Transportation used to come to Jumbo / Flamingo

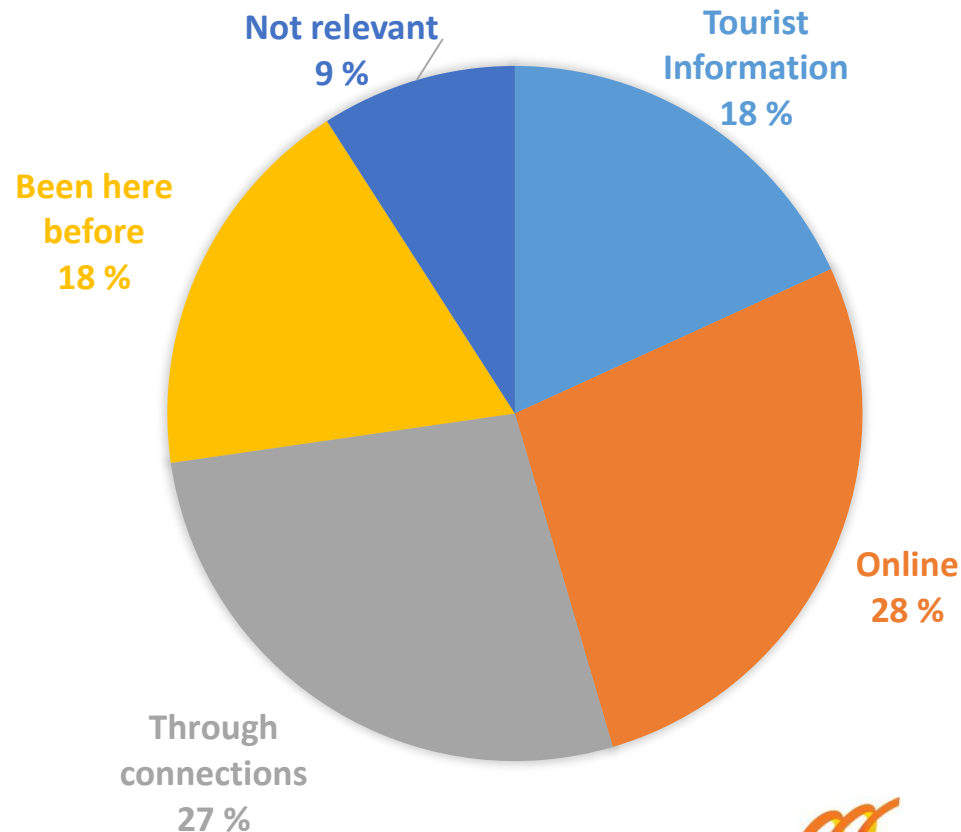


Transportation used to come to Tikkurilan Matkakeskus

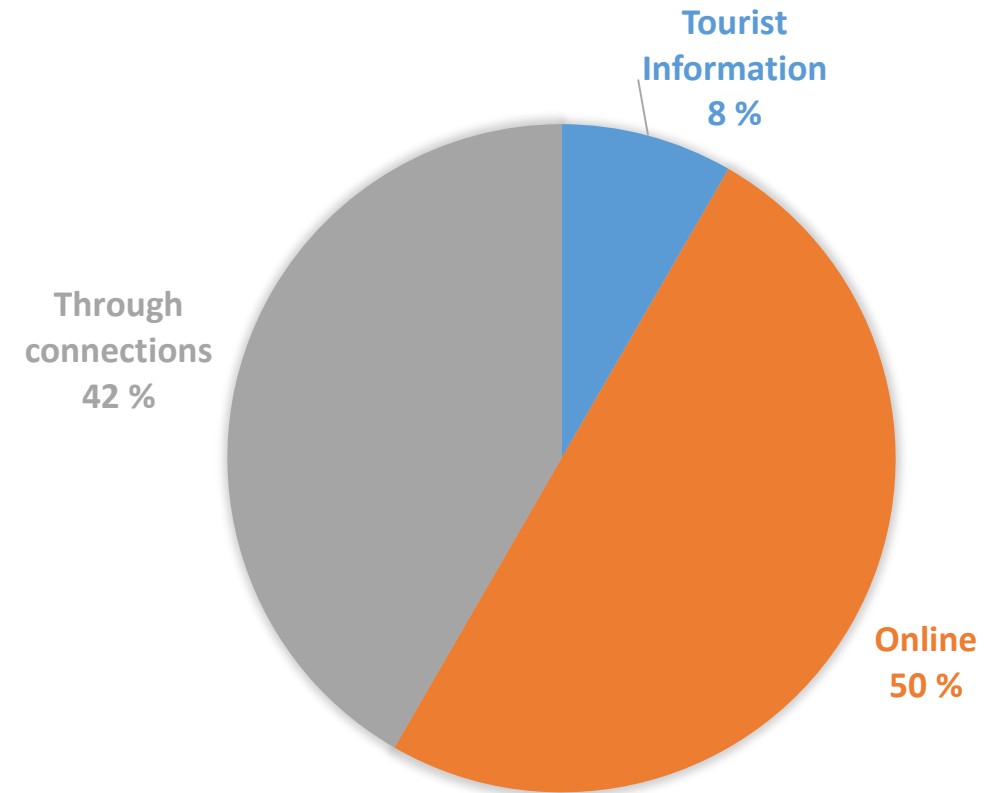


How did you get to know this destination (Jumbo/Tikkurilan Matkakeskus)?

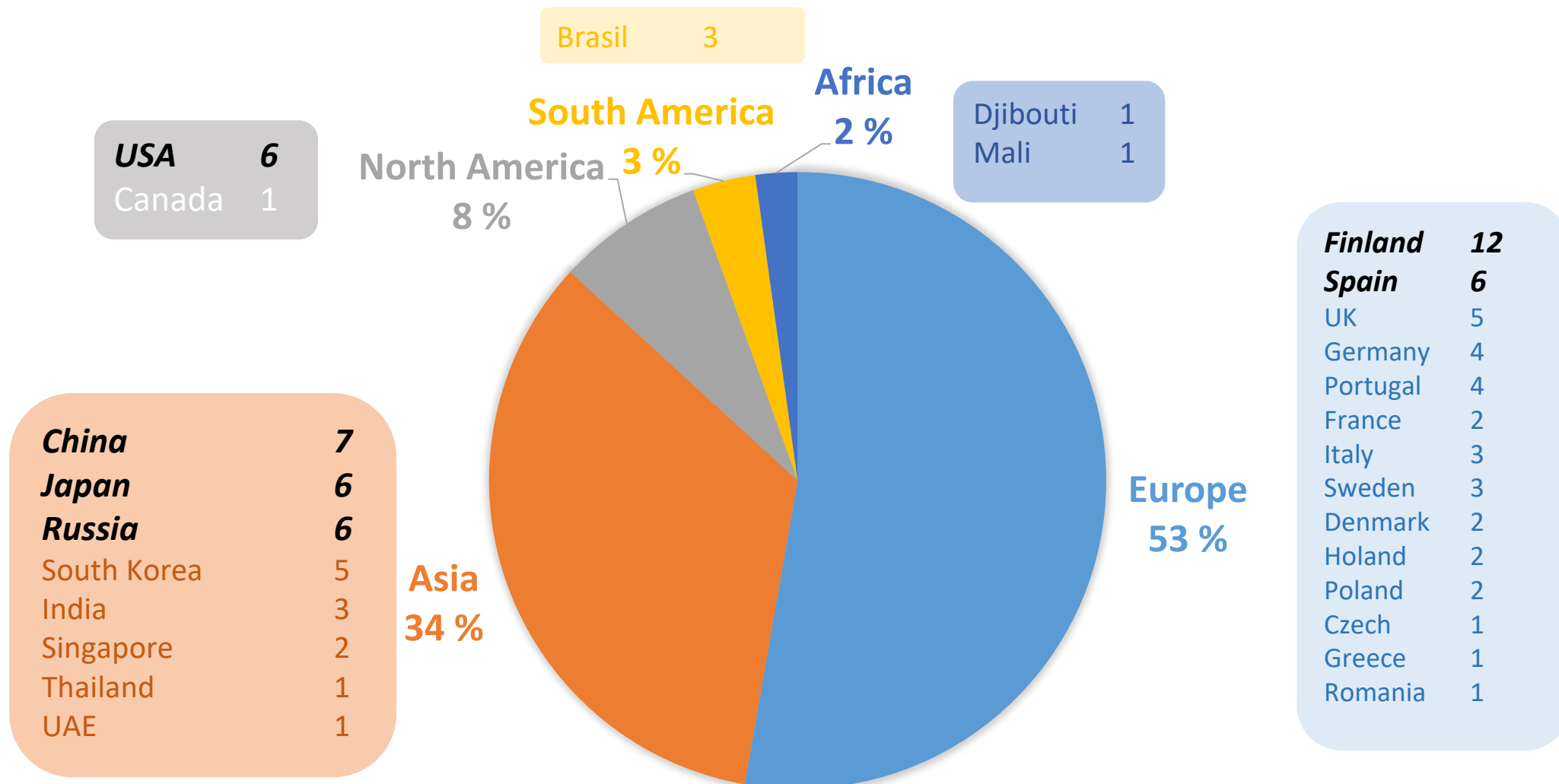
JUMBO / FLAMINGO



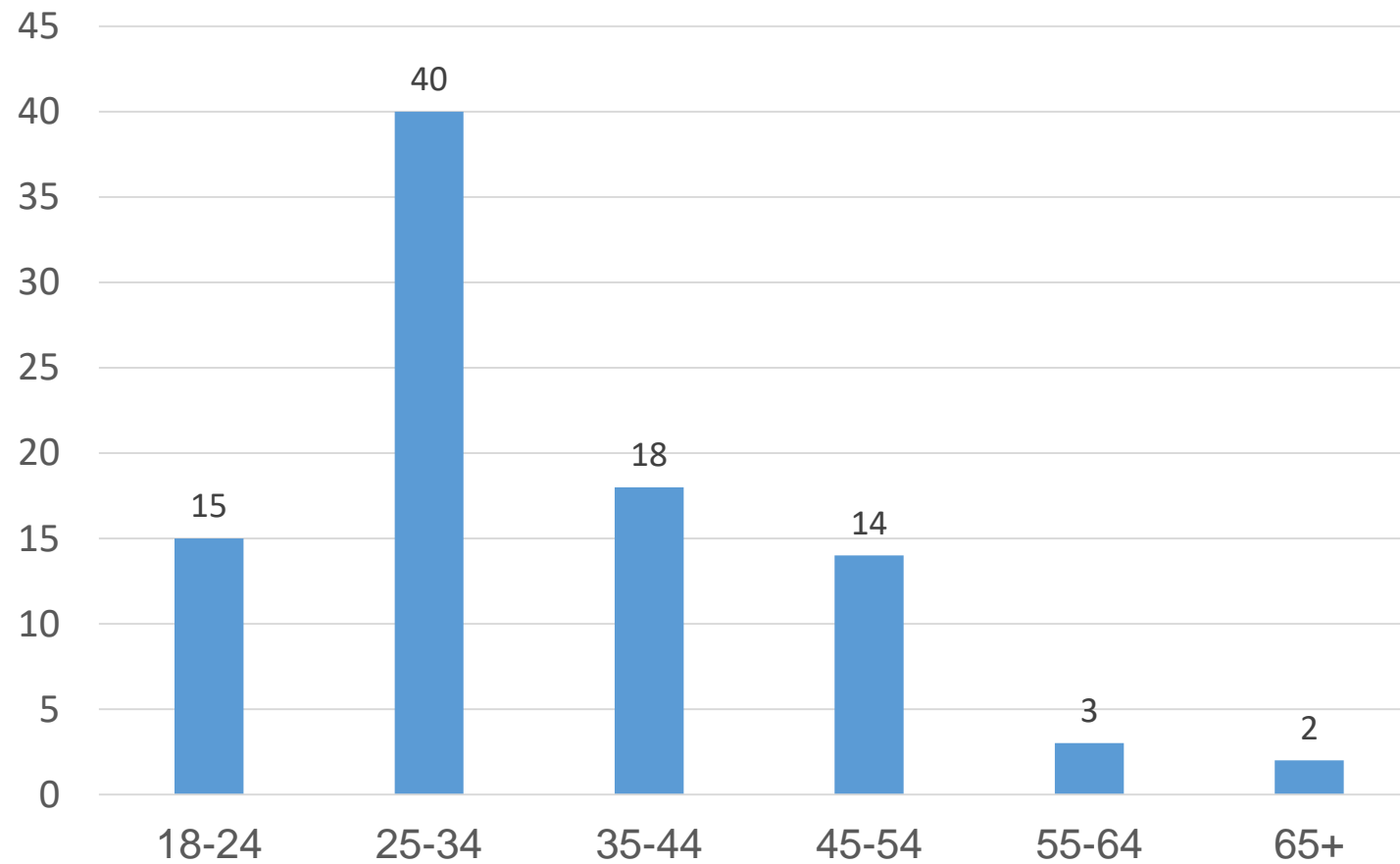
TIKKURILAN MATKAKESKUS



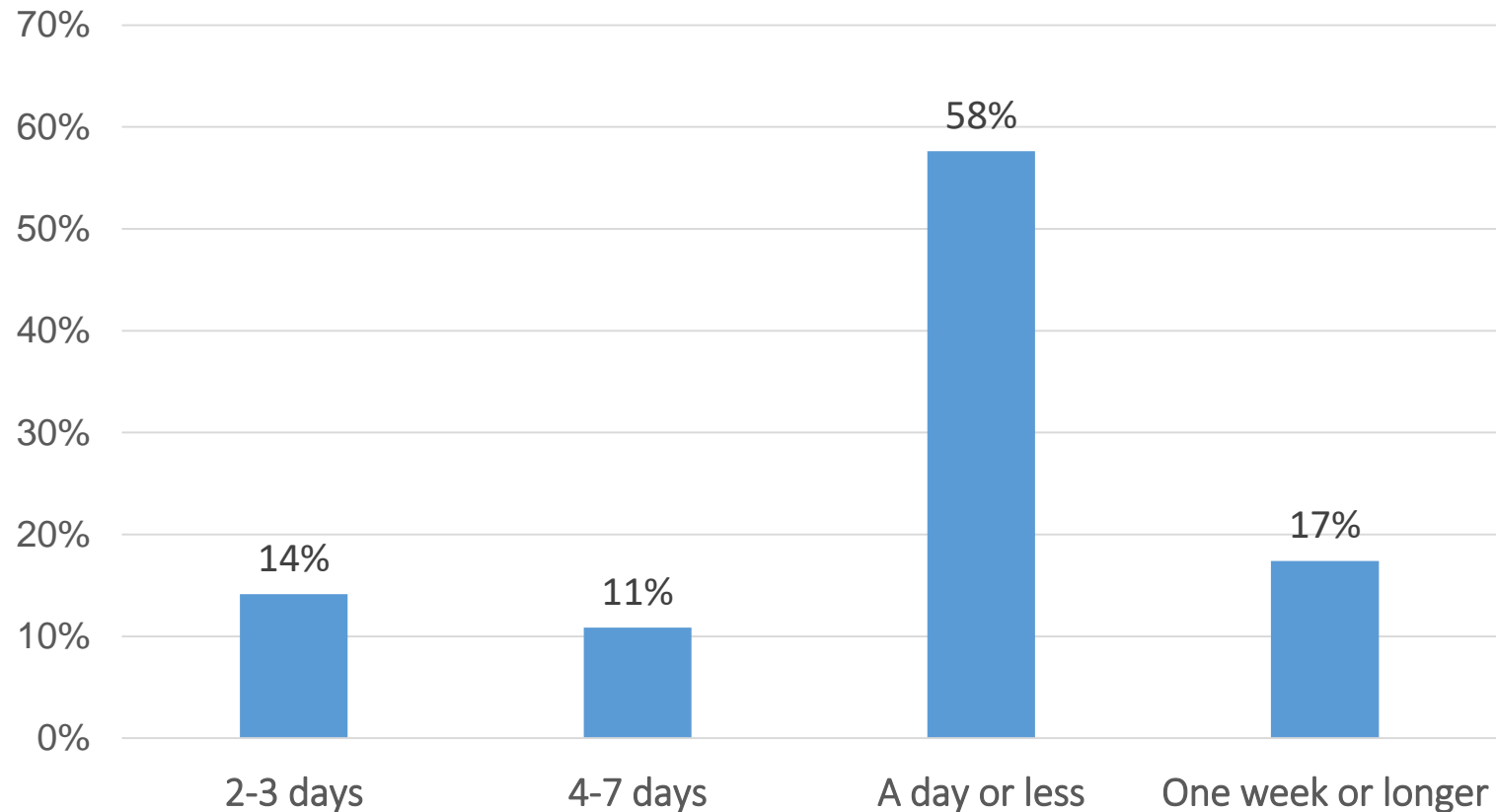
Country of residence



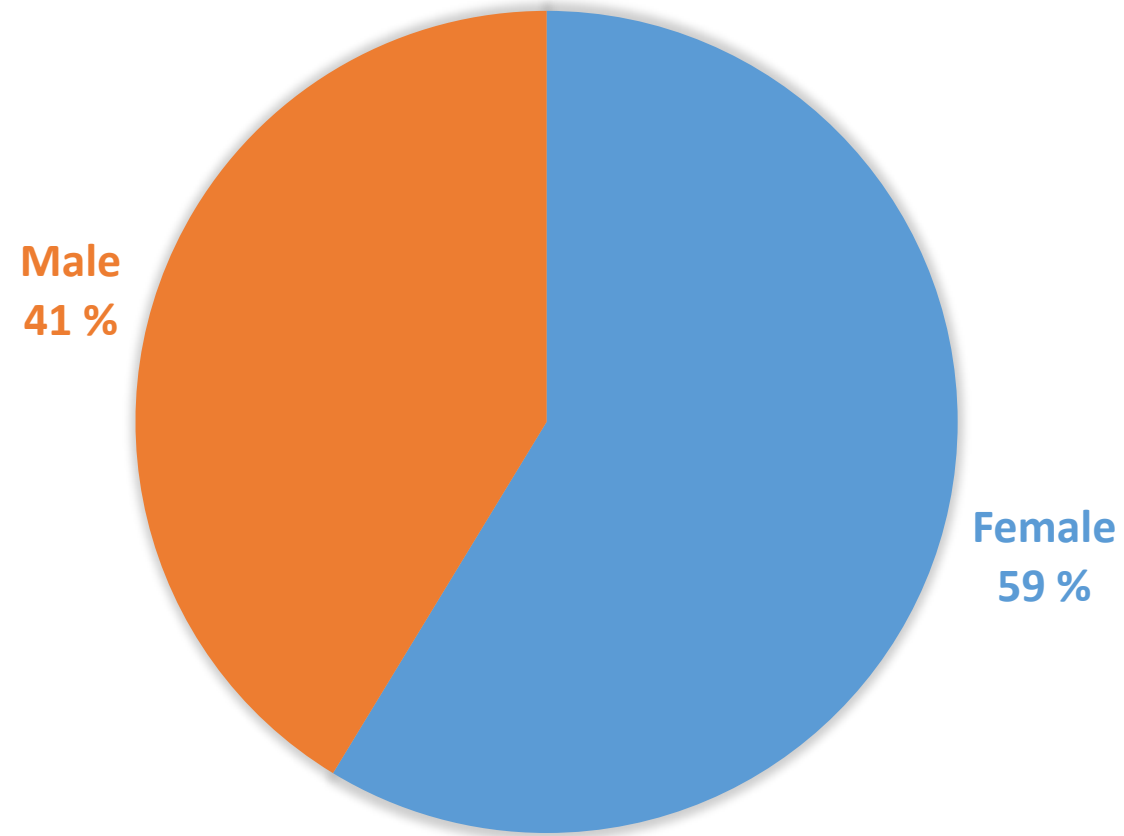
Age group of interviewees



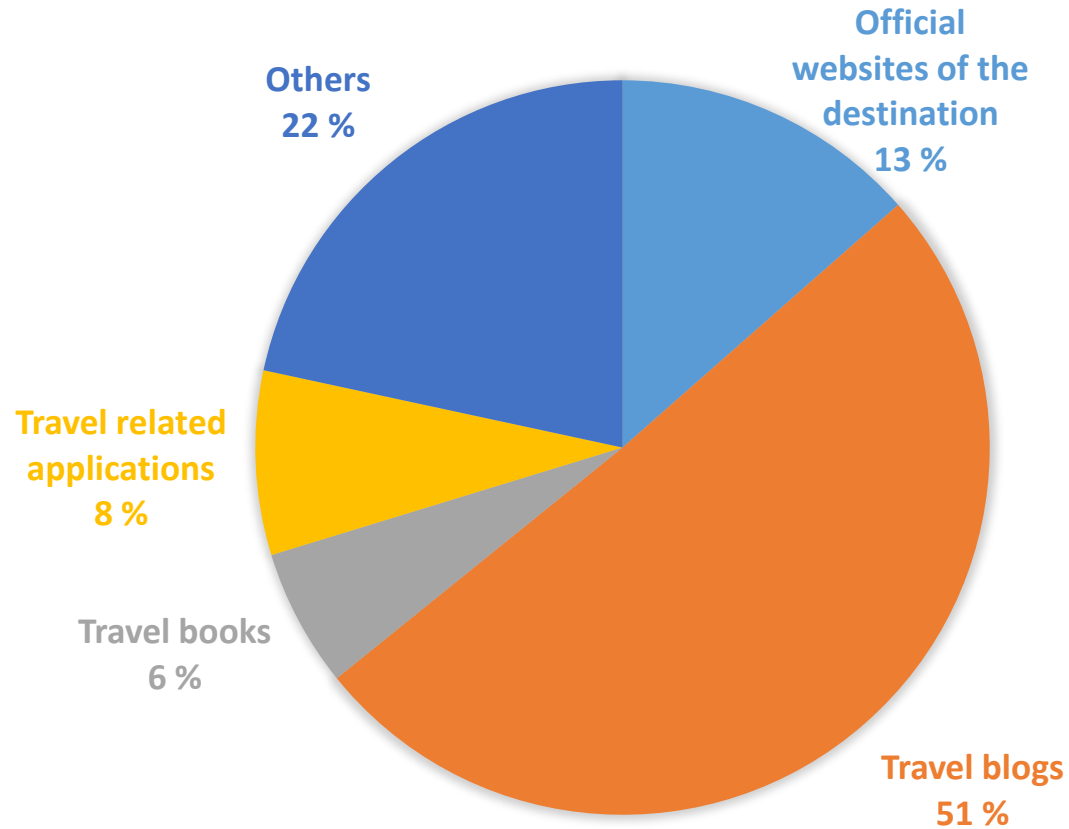
Length of staying in Finland



Gender of interviewees



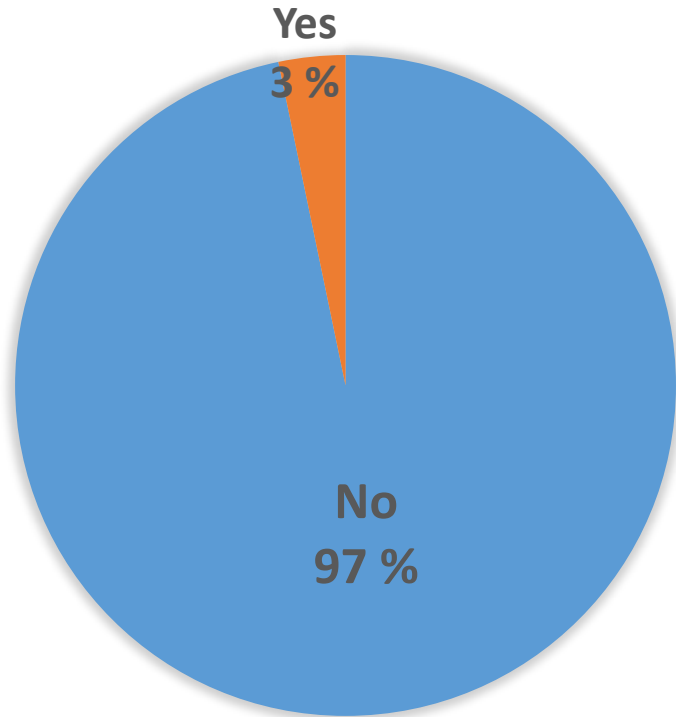
Where do you usually check your travel information?



Other methods:

- Google search
- Online forum / community
- Local travel APP
- Through connection; eg. friends, relatives etc.
- Visit local Tourist Information Point
- E-books

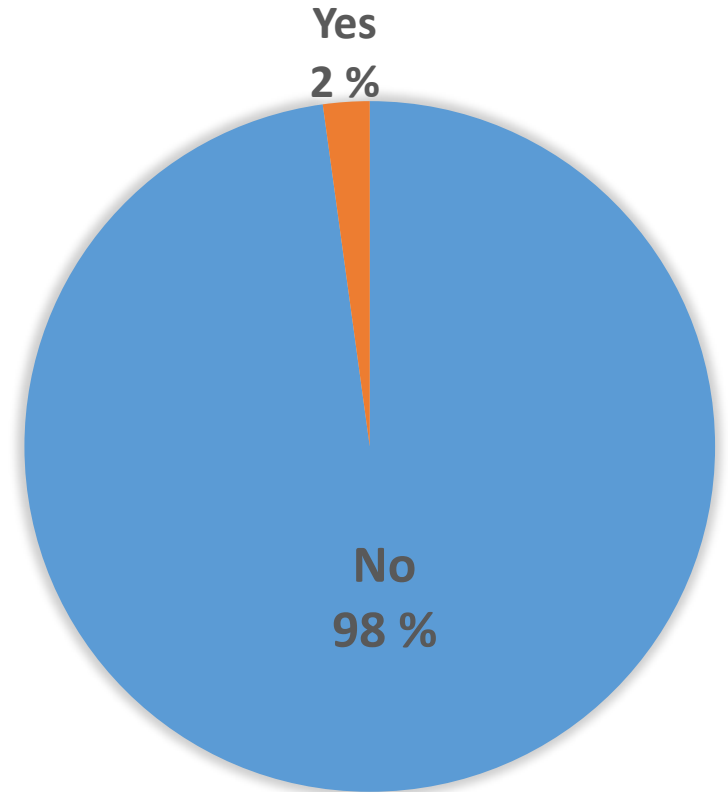
Have you heard of online service stopoverguide.fi before?



The service was just launched in June 2019.

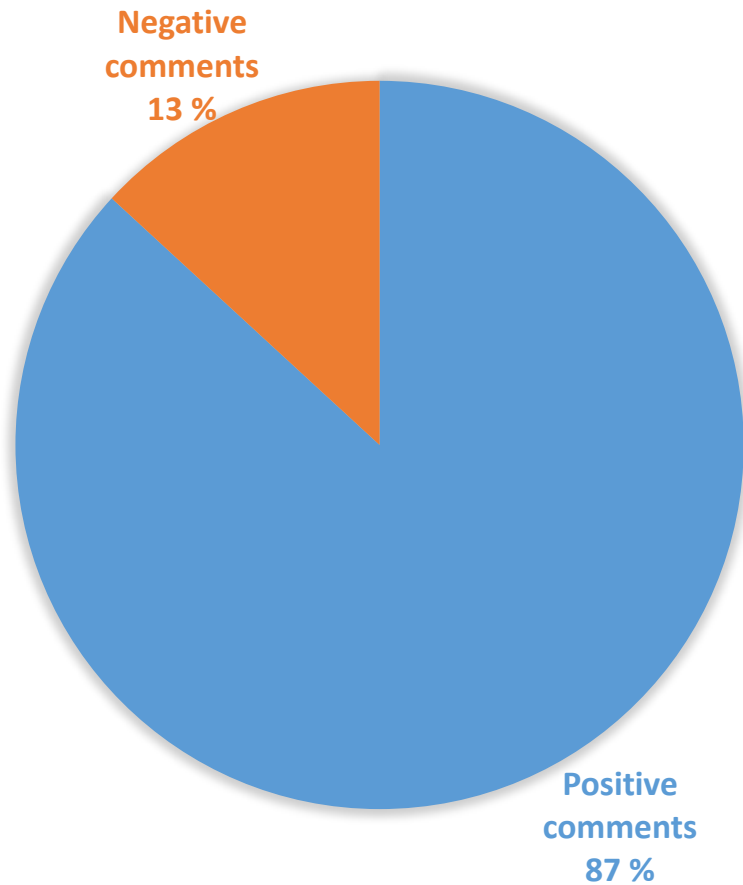
It is not yet well-known by travellers.

Have you used the service?



First impression of the service

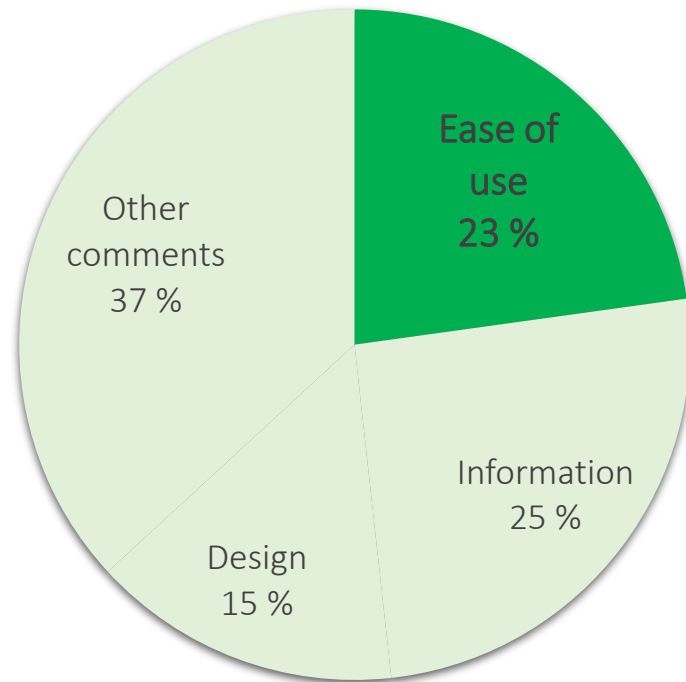
First impression is the first image and feeling that the interviewees give for the service. Their comments were grouped into 4 dimensions, which are ease of use, usefulness of information, webpage design and other comments.



Definitions of dimensions of perceived website service quality:

- **Ease of use:** users' beliefs that using a particular system is effortless (Davis, 1989)
- **Usefulness of information:** wide range of adequate information and comprehensive coverage (Ho and Lee, 2007)
- **Webpage design.** Customer also expect fun and enjoyment while surfing on a website. This user experience can relate to website design.
- Other comments (general comments)

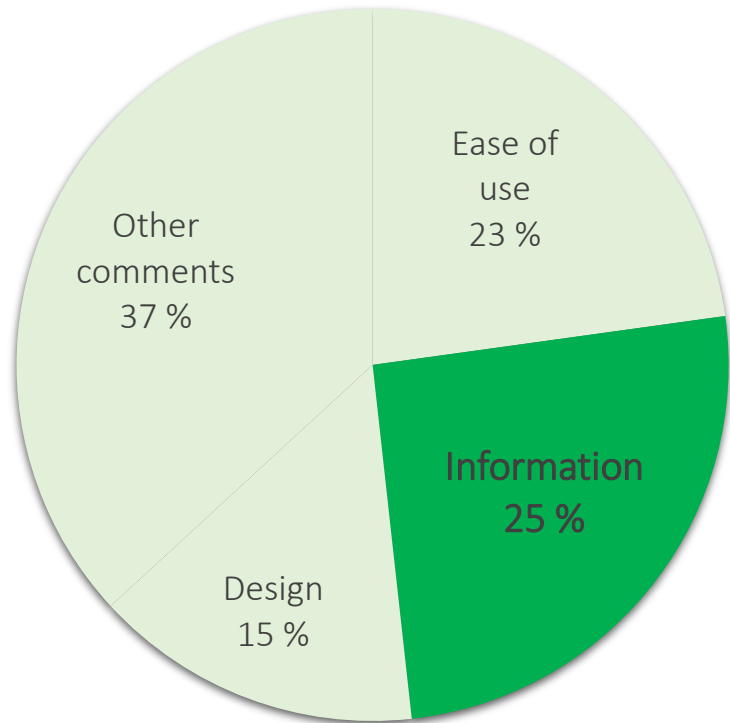
Ease of Use:



Direct quotes of comments:

- "Easy to interact with"
- "Simple" / "Handy" / "Practical"
- "Looks easy and clear"
- "Easy and good"
- "Clear to use"
- "Convenient"

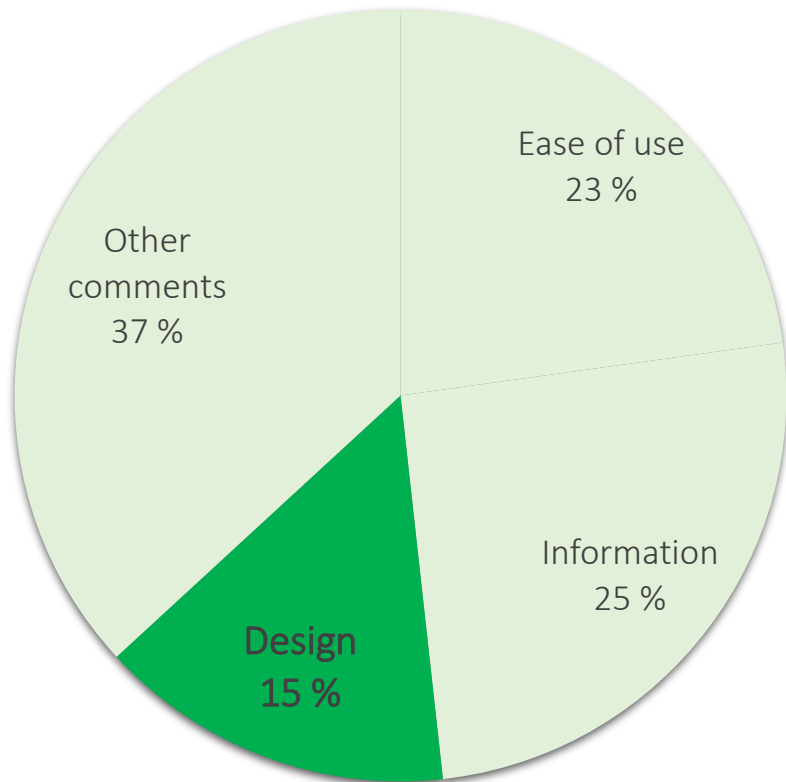
Usefulness of Information:



Direct quotes of comments:

- "Informative, good for activities close to airport with limited time"
- "(Information is) quite exclusive"
- "Information is useful"
- "Detailed information"
- "I like time recommendation"
- "Good public transportation route"

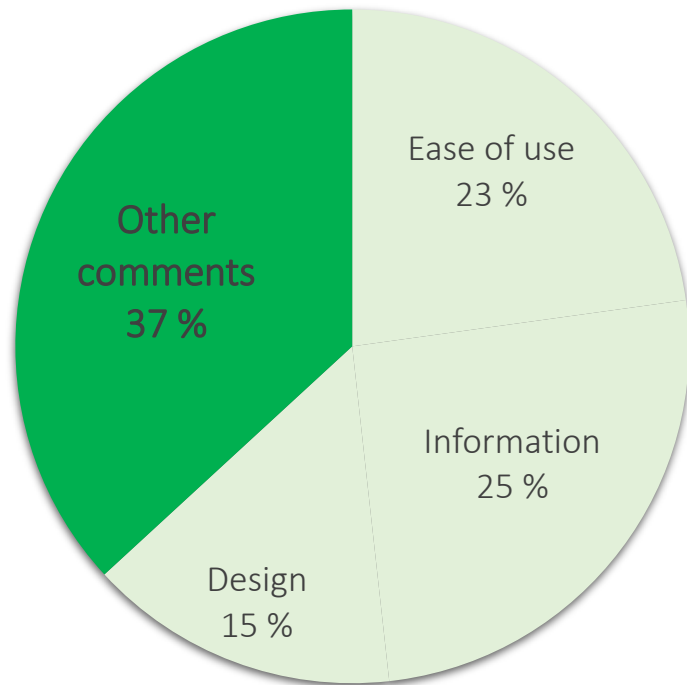
Webpage Design:



Direct quotes of comments:

- "Nice design"
- "Design is young and trendy"
- "Pictures look nice"
- "Like the color"
- "Charming" / "Attractive"

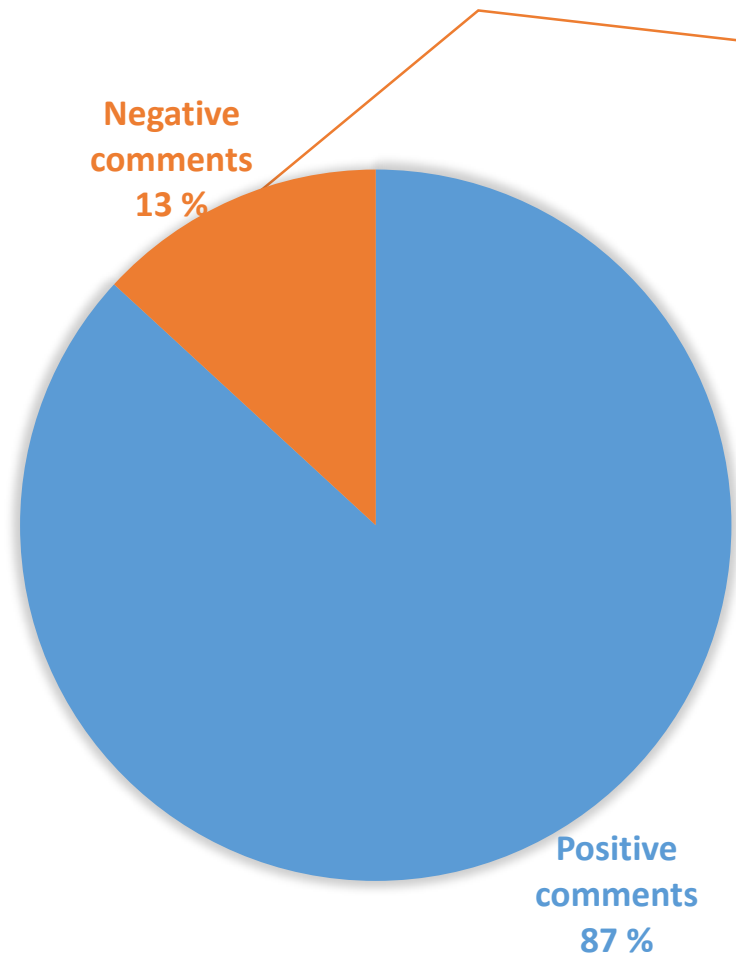
Other comments (general)



Direct quotes of comments:

- "Nice" / "Great" / "Happy site"
- "Good user experience"
- "Idea of what to do for stop-over is clever"
- "Good for activities close to airport with limited time"
- "Something new"
- "Will look at this page this evening"

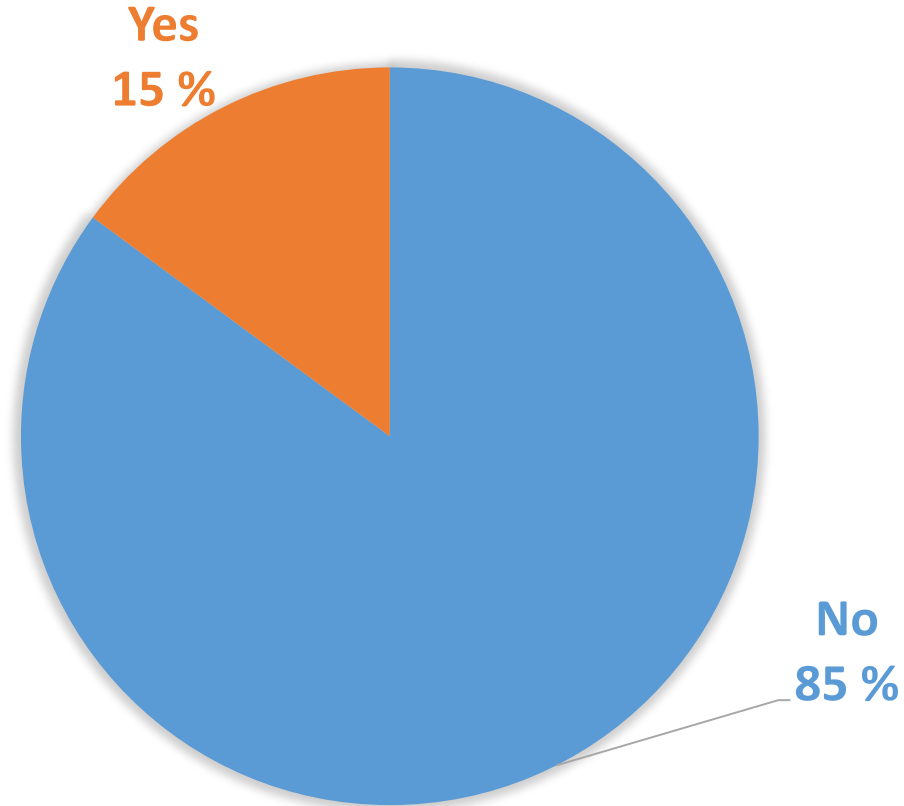
Negative comments



Direct quotes of comments:

- "For stop-over only"
- "Text could be bigger than pictures"
- "Chinese language is not available"
- "Sometimes takes time to load the destinations"
- "Places are limited"

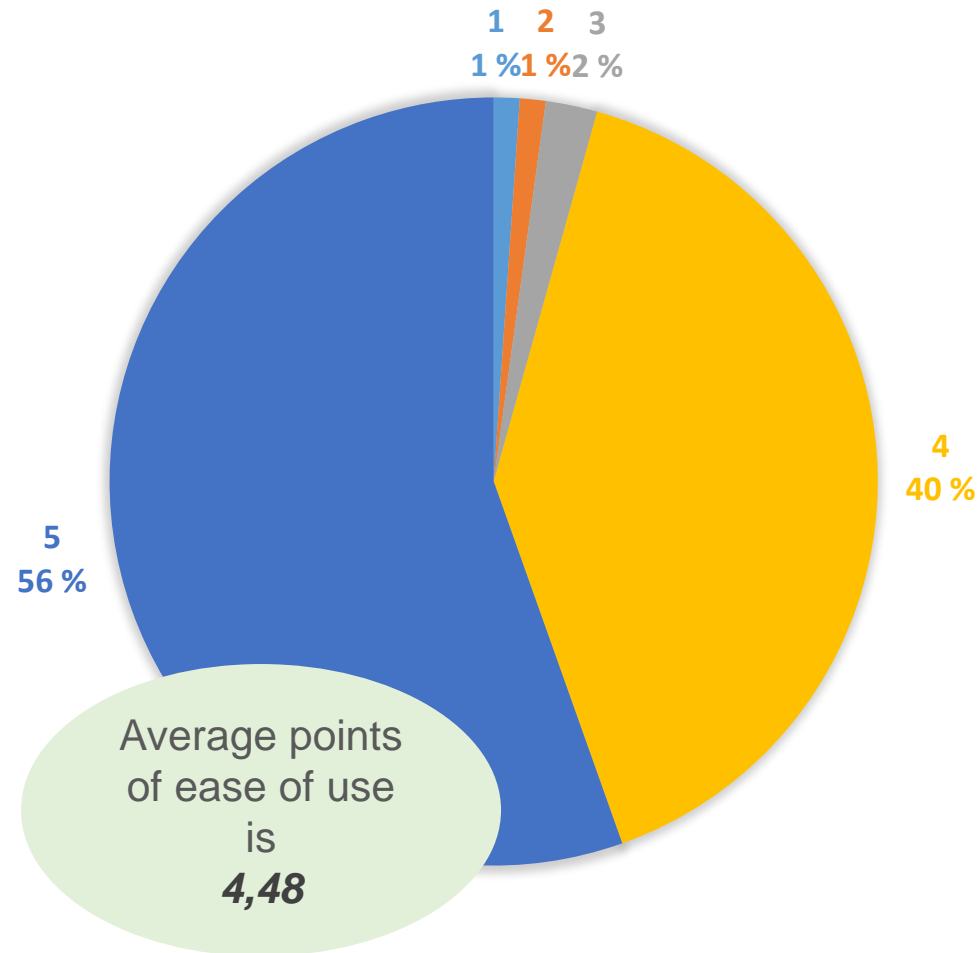
Have you used similar online service before?



If Yes, then which ones?

- Google
- Visit Finland
- APP-visitacity
- maps.yanzes.ru
- Airbnb

How easy is it to use the service? Is the system itself easy to interact with?



1 = very difficult to use, 5 = very easy to use

- Easily clicking and scrolling down (41%)
- Service is functional and with quick access to the webpage (14%)

Most common comments

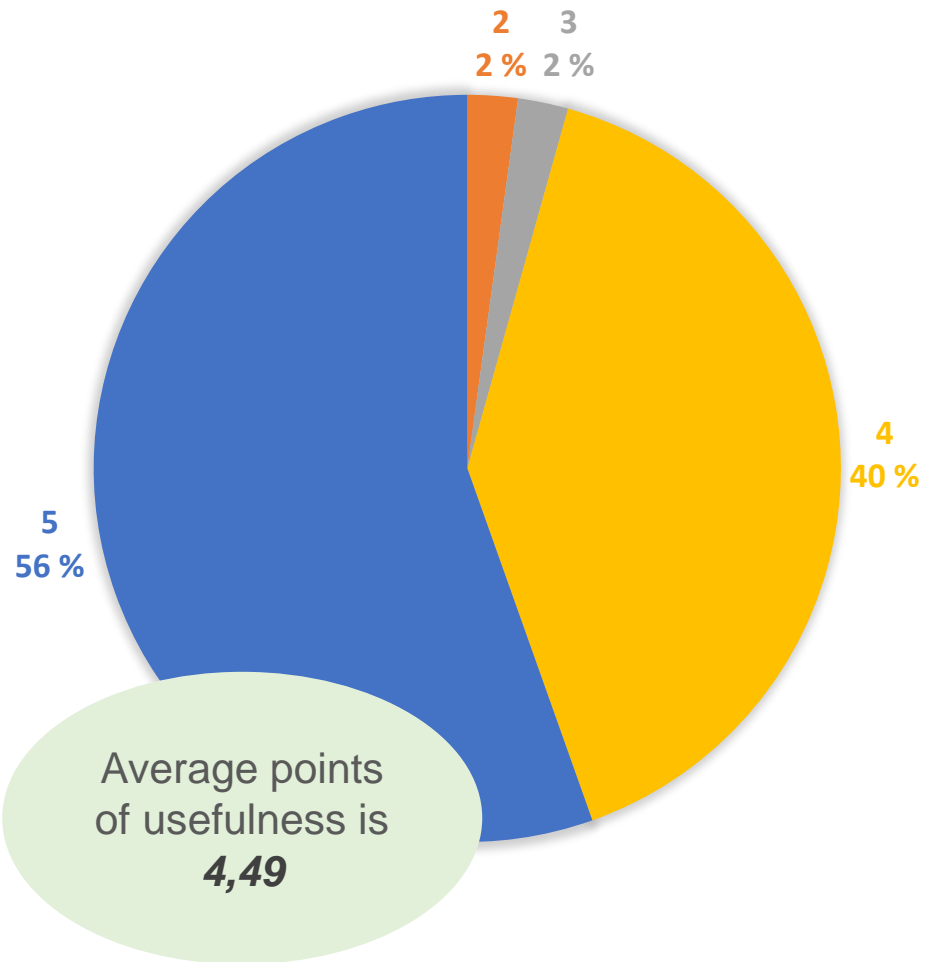
- Not fun / interested in using the service
- Different cultures (eg. Asia) and age groups(eg. elder) have different using habits

Negative comments
7%

- "Texts can be bigger" > easier to read
- "Separate columns in topics (food, adventure, family activities ect.) would be good"
- "Comments and reviews from other travellers"

Advices

How useful is the service?



1 =not at all useful, 5 = very useful

- Information are full, accurate and well organized in one service (55%)
- Useful for travellers stay close to Airport/Vantaa area (9%)
- Time recommendation helps with planning and saving time (7%)

Most common comments

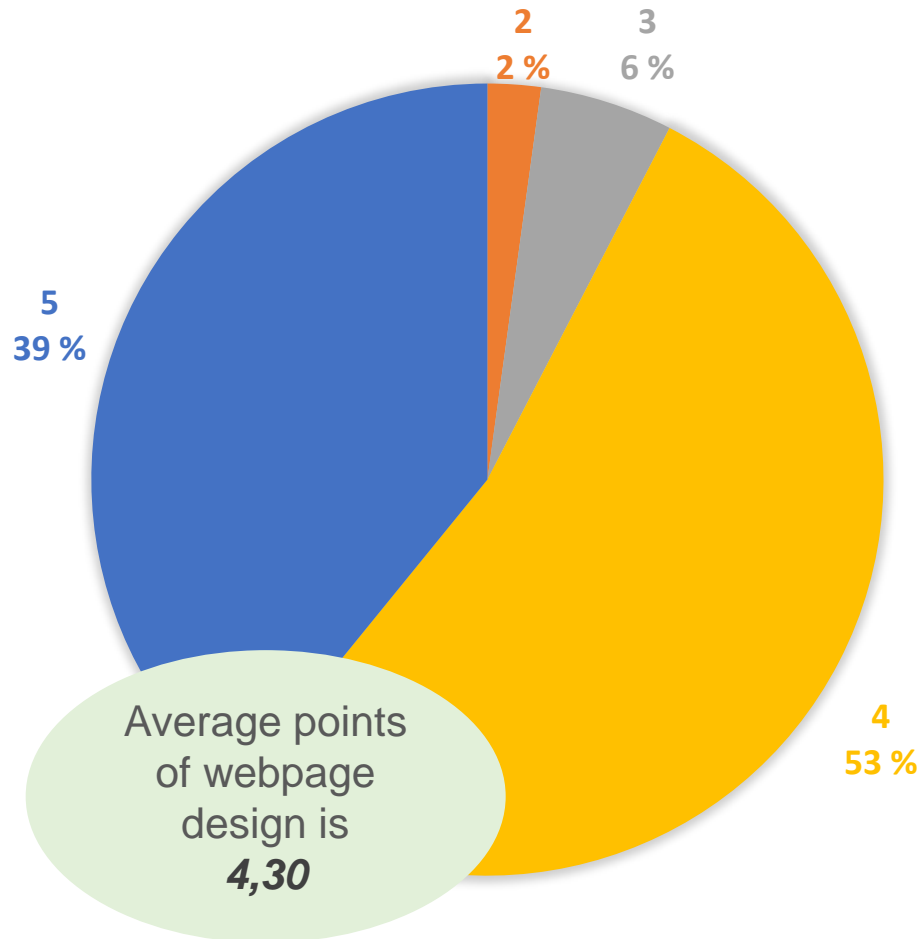
- Language barriers (Asian travellers)
- Seniors do not use online service
- Internet connection is requested

Negative comments
9%

- Reviews / ratings / recommendations from people who have been to the destination
- Tickets purchasing within the service

Advices

How is the website design?



1 = not at all stylish and appealing,
5 = very stylish and appealing

- Like the color and pictures (40%)
- Simple design and outlook (21%)

Most common comments

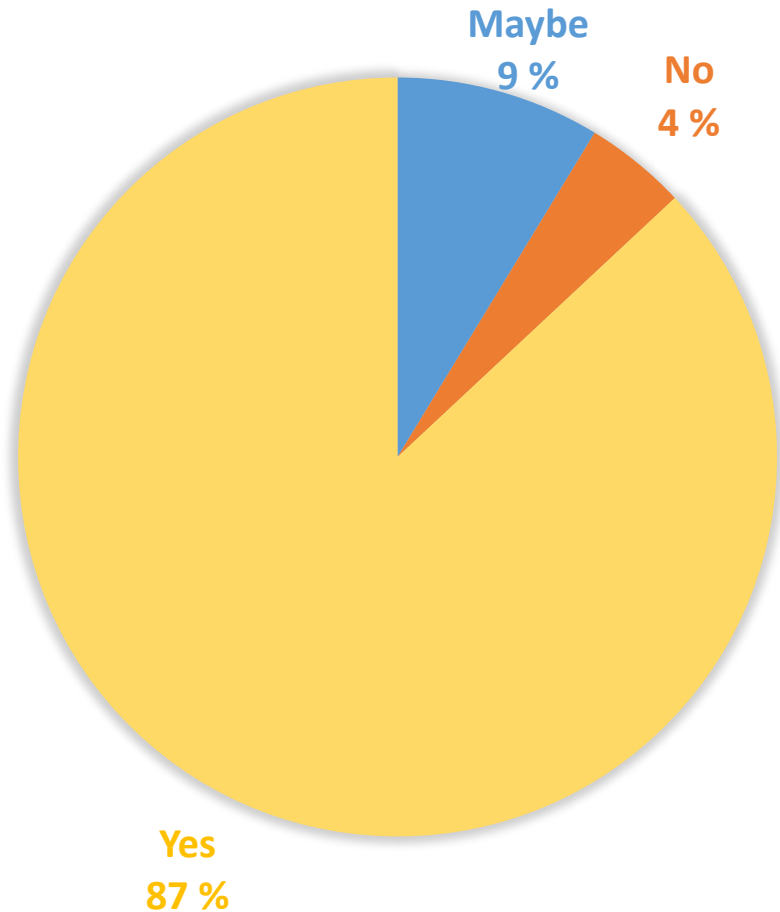
- Header need to be bigger than sponsors logos
- Color can be utilized better (not orange, but blue & white)
- Searching filter is too small

Negative comments
16%

- Filter part should be designed better/more visible
- Real destination pictures are preferred
- More videos and pictures

Advices

Would you like to use to service later?



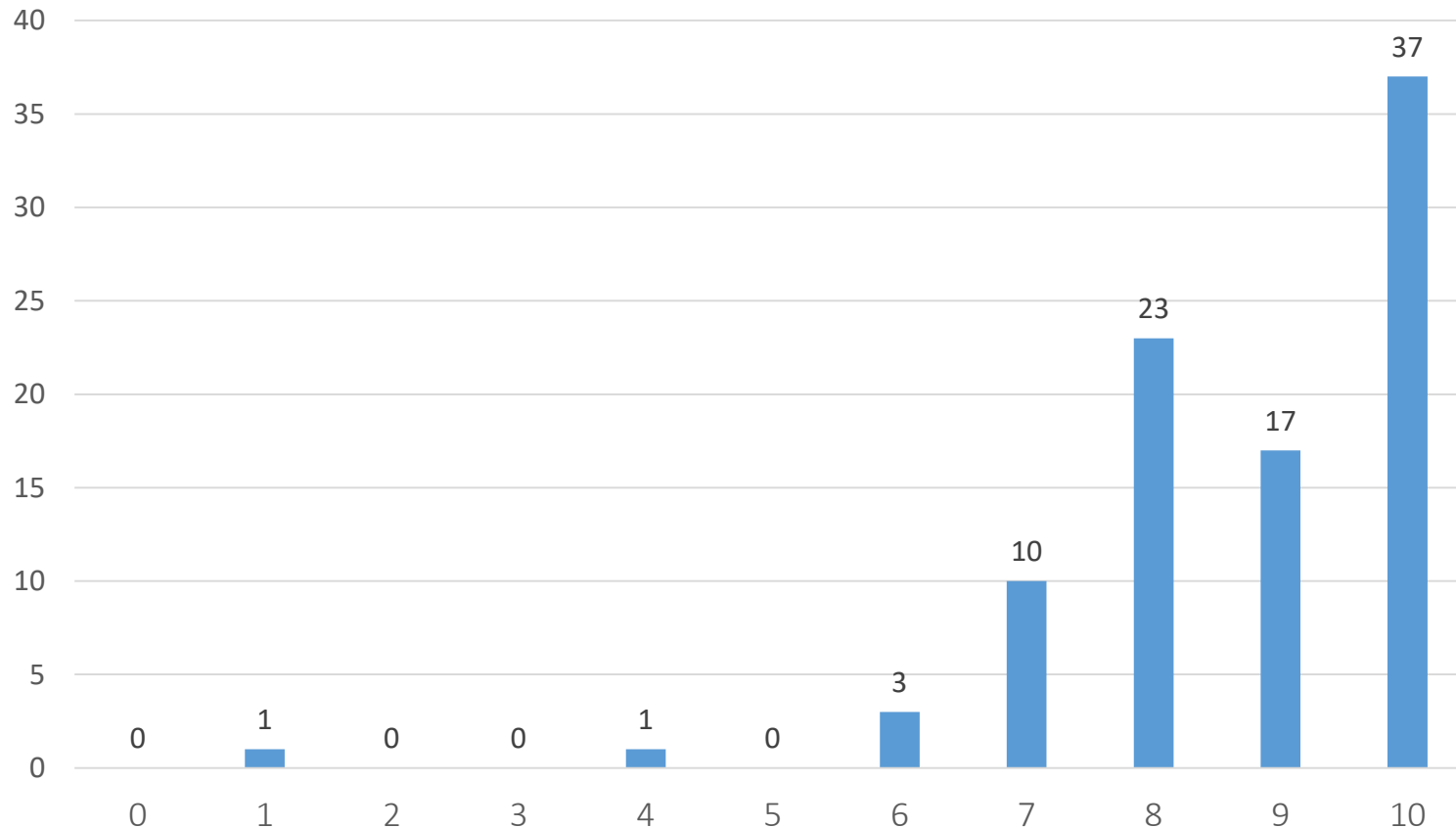
- Very useful for stop-over travellers with limited time availability (31%)
- Informative (29%)
- Would check it later / use for next trip (8%)
- Service could cover bigger area and add more departure points (7%)

YES!
87%

- Limited time of visiting
- Not interested in the service or prefer other services
- Language insufficiency
- Staying in other areas than Vantaa
- Using habits are different (not familiar with online service)

NO!
13%

Would you recommend the service to your friends?

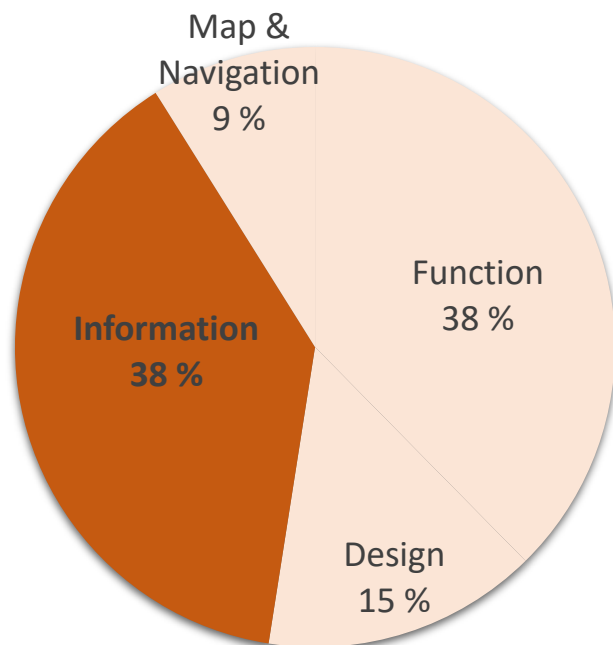


Average points is
8,70
(NPS 53,3)

0 = I would not recommend at all,
10 = I would highly recommend

Areas of improvement - Information

Areas of improvement are the advices that were received from interviewees for further development of stopoverguide.fi. They are grouped in 4 different dimensions: information, functionality, design and map & navigation.

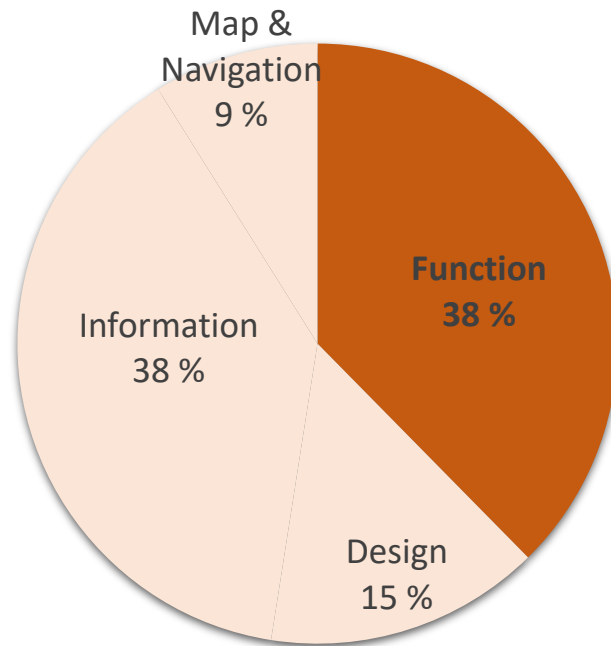


Information 38%

- More activities & places 11%
- Accommodation & restaurant recommendations 10%
- Reviews / ratings from other travellers 6%
- Real time events / discounts / shopping tips 6%
- More info about city bikes and public transportation system
- Ready made travel package (bike or bus tours)
- Price recommendation on front page
- Safety rate of places (from Indian travellers)

Total amount of comments: 117

Areas of improvement - functionality

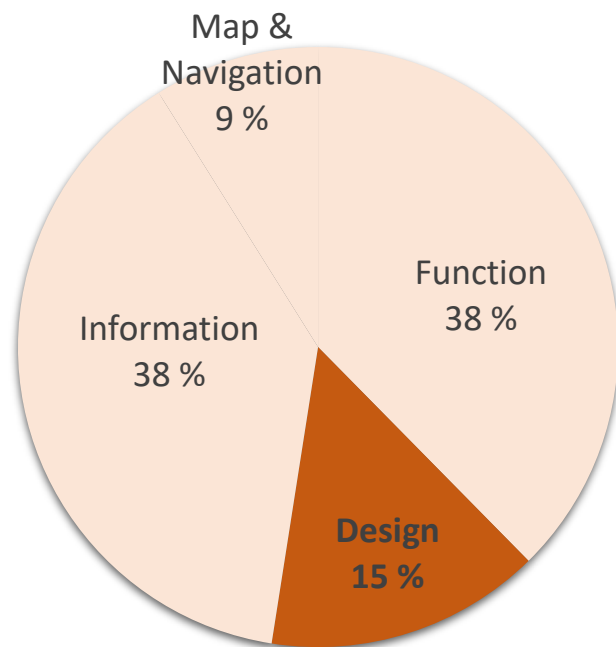


Functionality 38%

- More languages (japanese, chinese, korean) 10%
- Better marketing method 8%
- Covering bigger area than just Vantaa 8%
- Ticketing purchasing & reservation making within the service 5%
- Cooperating with Helsinki Card
- Off-line service visibility

Total amount of comments: 117

Areas of improvement - design

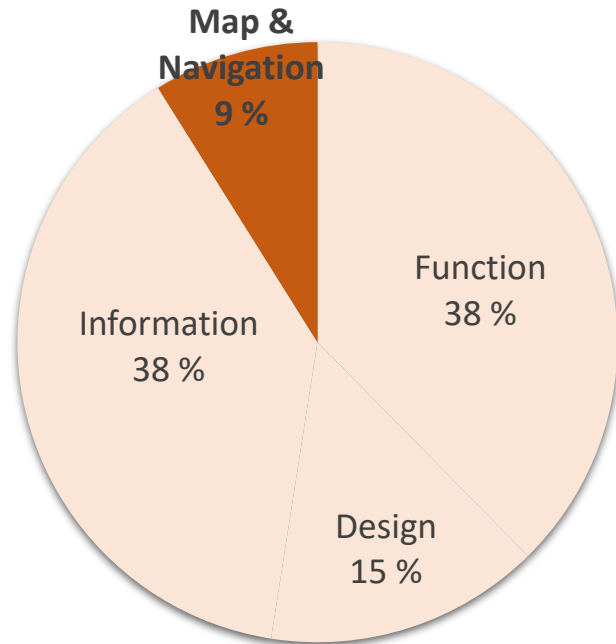


Design 15%

- Bigger text
- More and better quality pictures
- Not orange color (Finnish colors are white and blue)
- More visible filter design
- More Finnish culture related elements in design
- Sponsors logos are too big

Total amount of comments: 117

Areas of improvement – maps & navigation



Maps & navigation 9%

- Clickable map for the whole area with places pictures on
- Real time location navigating

Total amount of comments: 117

Conclusion

- Most of the interviewees gave positive feedback about stopoverguide.fi service;
 - ✓ Service is very informative
 - ✓ It was very easy to interact with the service
 - ✓ Design is attractive and trendy (however, color and outlook design detail recommendations should be taken into consideration for further development)
- First impression of the service usually plays a big role in users' willingness to use the service. 87% of the interviewees had positive first impression of the service.
- stopoverguide.fi service will help stop-over travellers departing from the airport and train stations to explore tourist destinations at Vantaa. It has potential to attract more users.
- In the future, the following areas of improvement suggested by the travellers could be considered: language availability, covering bigger geographic area, adding maps & navigation features, including ticketing, reservation of attractions and recommendations from other travellers.

Recommendations from Airport Tourist Information

- More languages (especially Asian ones) can be added to the service.
- The idea of [stopoverguide.fi](#) online service is great, but still need more widely marketing.
- More destinations can be recommended within the service.
- City bikes information can be explained better.
- Fliter section needed to be designed better with more searching categories and being more visible on the front page.
- The service could cover bigger area than just City of Vantaa.

THANK YOU



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Perille Asti **6 Aika**



Vipuvoimaa
EU:lta
2014–2020





Lisää yhteystiedot

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