Travellers’ perceptions of stopoverguide.fi
City of Vantaa 7.10.2019
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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
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:
- Airport: 65%
- Jumbo / Flamingo: 18%
- Tikkurilan matkakeskus: 17%
Transportation used to come to Jumbo / Flamingo

- Car (rental or friends' / relatives') 31%
- Public transportation (train, bus, tram etc.) 63%
- Tour organizers' bus 6%

Transportation used to come to Tikkurilan Matkakeskus

- Public transportation (train, bus, tram etc.) 100%
How did you get to know this destination (Jumbo/Tikkurilan Matkakeskus)?

**JUMBO / FLAMINGO**
- Not relevant: 9%
- Tourist Information: 18%
- Online: 28%
- Through connections: 27%
- Been here before: 18%

**TIKKURILAN MATKAKEKSUS**
- Tourist Information: 8%
- Online: 50%
- Through connections: 42%

Metropolia

Perille Asti 6Aika
Country of residence

- Europe: 53%
- Asia: 34%
- North America: 8%
- South America: 2%
- Africa: 2%

By Region:
- USA: 6
- Canada: 1
- China: 7
- Japan: 6
- Russia: 6
- South Korea: 5
- India: 3
- Singapore: 2
- Thailand: 1
- UAE: 1

By Country:
- Finland: 12
- Spain: 6
- UK: 5
- Germany: 4
- Portugal: 4
- France: 2
- Italy: 3
- Sweden: 3
- Denmark: 2
- Holand: 2
- Poland: 2
- Czech: 1
- Greece: 1
- Romania: 1

Metropolia

Perille Asti

6 Aika

Vipuvoimaa EU-lta
2014–2020
Age group of interviewees

- 18-24: 15
- 25-34: 40
- 35-44: 18
- 45-54: 14
- 55-64: 3
- 65+: 2
Length of staying in Finland

- 2-3 days: 14%
- 4-7 days: 11%
- A day or less: 58%
- One week or longer: 17%
Gender of interviewees

Female 59 %

Male 41 %
Where do you usually check your travel information?

- Travel blogs: 51%
- Official websites of the destination: 13%
- Travel related applications: 8%
- Travel books: 6%
- Others: 22%

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?

- Yes: 3%
- No: 97%

The service was just launched in June 2019. It is not yet well-known by travellers.

Have you used the service?

- Yes: 2%
- No: 98%
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:

- Information: 25%
- Design: 15%
- Ease of use: 23%
- Other comments: 37%

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?

- Yes: 15%
- No: 85%

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?

Average points of ease of use is 4,48

1 % 2 % 3 % 40 % 56 %

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

Most common comments

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

Negative comments 7%

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

Advices

- "Texts can be bigger" > easier to read
- "Separate columns in topics (food, adventure, family activities etc.) would be good"
- "Comments and reviews from other travellers"
How useful is the service?

Average points of usefulness is 4.49

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%)

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

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

Most common comments

Negative comments 9%

Advices
How is the website design?

Average points of webpage design is 4.30

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

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

Negative comments 16%
- Header need to be bigger than sponsors logos
- Color can be utilized better (not orange, but blue & white)
- Searching filter is too small

Advices
- Filter part should be designed better/more visible
- Real destination pictures are prefered
- More videos and pictures
Would you like to use to service later?

- Yes: 87%
- No: 4%
- Maybe: 9%

Yes!

- 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%)

No!

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

- 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.
• Filter 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.
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