

## **APPENDIX:**

# ELECTRONIC FORMS OF VISIT TEMPLATES

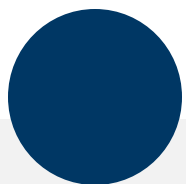
## CHALLENGE

BACKGROUND OF THE CHALLENGE:

OBSTACLES:

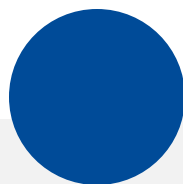
GOALS:

P



POLITICAL

E



ECONOMIC

S



SOCIAL

T



TECHNOLOGICAL

E



ENVIRONMENTAL



TARGET	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC	TOPIC	SOURCE (HYPERLINK)
What is the target which has been researched?	Decide what the search words and topics are and fill them in in the columns.	Carry out the research and fill the cells in the tool.	Include also qualitative information, that gives you more insight.				Remember to mark the hyperlink to the website where you found the information.

Biography

Traveling

Goals

Challenges



CULTURAL MOODBOARD Add descriptive images, which are based on the persona you have previously created.

ROUND	IDEA 1	IDEA 2	IDEA 3
ROUND 1			
ROUND 2			
ROUND 3			
ROUND 4			
ROUND 5			
ROUND 6			

BRAINWRITING:  
8X8 METHOD  
(OPTIONAL)






CUSTOMER JOURNEY MAP

STAGE		STAGE	STAGE	STAGE	STAGE	STAGE
KEY ACTIVITIES	Present the main steps and touchpoints that the tourist faces with the company.					
CHANNELS	Name the channels where the interaction happens					
THINKING / FEELING	Present the feelings, emotions, reactions. Show the ups and downs, you can utilize visualization when presenting the emotions.					
PAIN POINTS / CHALLENGES	Pinpoint the moments which are most challenging in the tourist's path.					
OPPORTUNITIES	How could the service company help tourist in that moment?					
OFF-SEASON	Make sure that you have paid special interest on how this service will be experienced during the off-season.					




A/B TESTING

VARIATION	PROCESS								
	OBSERVATIONS / COMMENTS								
A									
B	OBSERVATIONS / COMMENTS								

ROADMAP

QUARTER	Q1	Q2	Q3	Q4
DEVELOPMENT OF THE SERVICE/PRODUCT				
MARKETING				
STAKEHOLDERS				
FINANCE, FUNDING				
SALES				
OPERATION				
COOPERATION				
RISKS AND CHALLENGES				
OTHER				





## SIMPLY – HOW TO PUT IDEAS INTO PRACTICE?

I HAVE A DREAM...	HOW WILL I DO THIS...	FIRST, I NEED...	THEN, I NEED ALSO...	WHO ARE NEEDED TO THIS...	FINALLY, I WILL...
Thoughts from your spouse, Colleague etc.	Thoughts from your spouse, Colleague etc.	Thoughts from your spouse, Colleague etc.	Thoughts from your spouse, Colleague etc.	Thoughts from your spouse, Colleague etc.	Thoughts from your spouse, Colleague etc.

