

Erica Grusell

# CASE STUDY

## BOOSTING TOURISM IN KRISTINEHAMN

Week 8 - 10, 2023



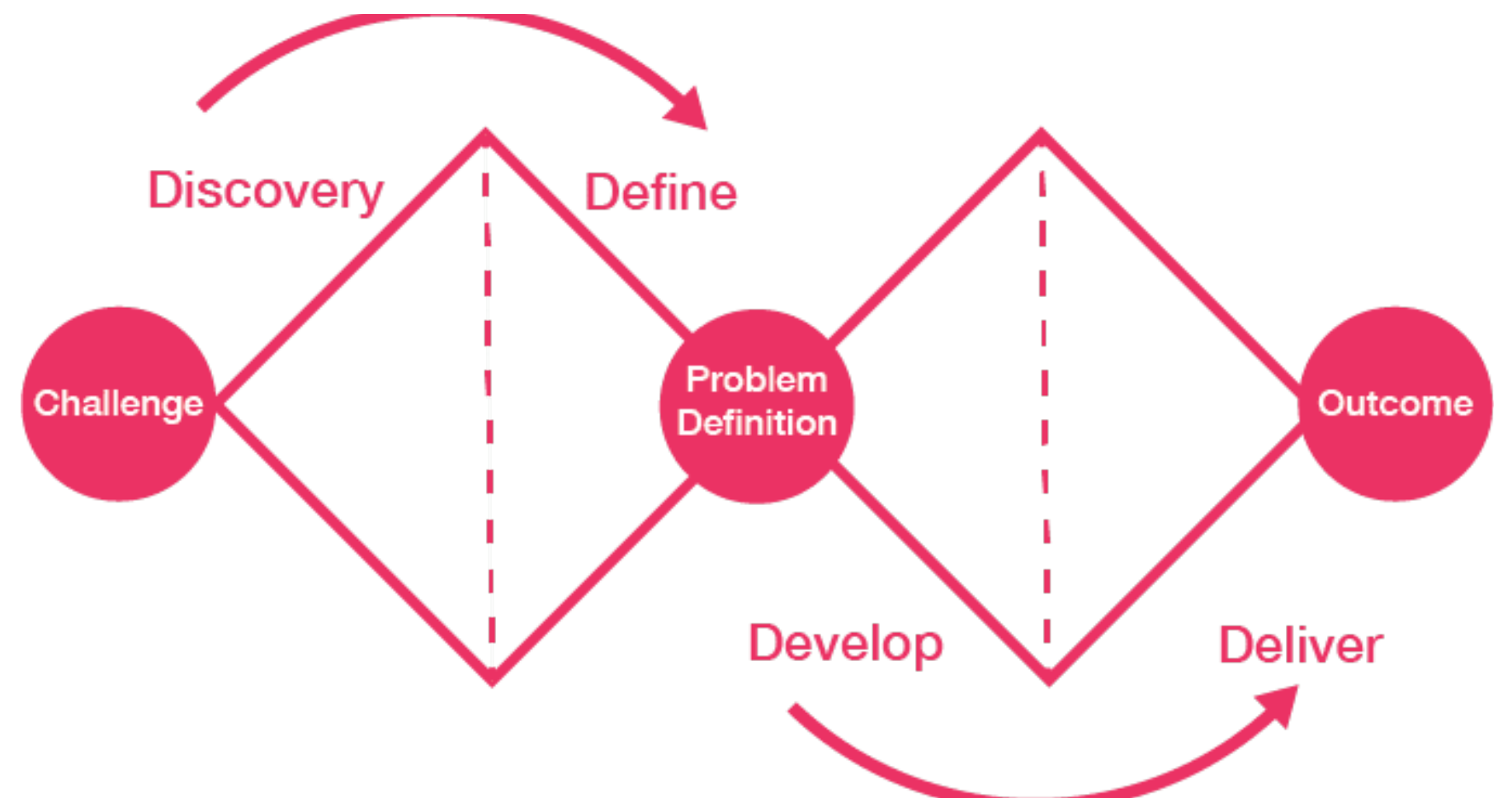
# Project Overview & Leadership Role

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- Visit Värmland and Kristinehamns Kommun sought to increase visitor engagement in Kristinehamn without relying on on-site staff. Our task was to develop a practical solution to attract more visitors to Kristinehamn by enhancing the tourist experience at Picassoudden.
- As the project leader, I oversaw the team's work, learning and applying project management and leadership skills. I coordinated our efforts and ensured we met our goals effectively.



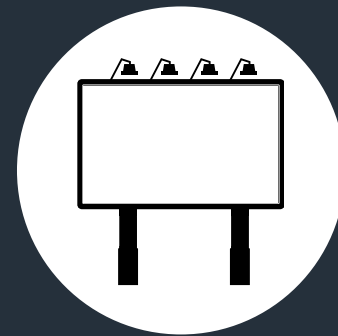
We followed the "Double Diamond" design process, adapting our approach as needed. We began with comprehensive research, including field studies, interviews, and competitive analysis. By stepping into the shoes of tourists, we identified key challenges they face. Our focus was on families with children, and we formulated a "How might we" question to address their needs for relevant information both on-site and online.





## Website for Picassoudden:

We designed a user-friendly website offering an overview of activities, attractions, and dining options in the area.



## Information Sign:

A physical sign was designed to complement the website, featuring a QR code for easy access to more information.



## Visitor Tracker

We proposed a sensor-based system to track visitor numbers and behaviors, providing valuable data for improving the tourist experience.



# Website for Picassoudden

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We proposed a dedicated **website** for the **Picasso** area in **Kristinehamn** as an enhancement to the existing **Visit Värmland** website. The current site was difficult to navigate, especially for visitors interested specifically in the Picasso area, as it only allowed for broad searches across all of Kristinehamn. This made it challenging for tourists to find relevant information about **activities**, **attractions**, and **amenities** in the Picasso area.

To address these issues, we created a new, **user-friendly** page that focuses solely on the Picasso area. The page begins with a brief **introduction** to the area, giving visitors a quick understanding of what they can expect. We then curated a list of the **"Top 5 Things to Do"** in the Picasso area, inspired by our analysis showing that such lists are popular on other tourist platforms and provide a clear, immediate snapshot of the best activities.

The content is organized into categories — **"Activities," "Food & Drink," "Attractions,"** and **"For the Kids"** — allowing users to easily explore specific options based on their interests. Recognizing that families with children are a key demographic, we included a **"Traveling with Kids"** section, which offers practical tips and resources for families.

To further enhance user experience, we integrated a **review** and **recommendation** section where visitors can share their experiences. A **"Safety Information"** section was also added, offering crucial details like the nearest **healthcare facilities** and important **contact numbers** for the municipality.

We included an **interactive map** of the Picasso area with icons marking important spots such as **barbecue areas, restrooms, attractions, boat bus stops, restaurants,** and **swimming locations**. The map also highlights the top 5 recommended places and activities to help visitors quickly locate these points of interest.

Finally, to add a personal and creative element, we included a **slideshow** of children's drawings of the Picasso statue. This not only enhances the visual appeal but also connects with our target audience by celebrating **family involvement** and **creativity**.

# Information Sign

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## Picasso Området

- Restaurang
- Sittplats
- Grillplats
- Vandringsled
- Badplats
- Sevärdighet
- Toalett
- Skötrum
- Hamn

### Sevärdheter

- **Picassoöppningen:** Lorem ipsum dolor sit amet consectetur. Euismod donec platea volutpat facilisi senectus.
- **Besöksprogram:** Fames ultrices aenean consequat ut mi vel velit quam. Sit sit interdum nulla ut scelerisque aliquet congue. Euismod donec platea volutpat facilisi senectus.
- **Plywood:** Natusque eu quis ac mollis. At fames fermentum sit quis proin ut ornare ac.

### Mat och Dryck

- **Restaurang Getvik:** Sit sit interdum quis ut scelerisque aliquet congue. Lorem ornare operante egestas leo amet venenatis proin pulvinar.
- **Restaurang Picasso Venezia:** Euismod donec platea volutpat facilisi senectus. Euismod donec platea volutpat facilisi senectus.
- **Stålgårdsallé:** Lorem ipsum dolor sit amet consectetur. Euismod donec platea volutpat facilisi senectus.

### Aktiviteter

**Går att göra året om**

- **Jacquelines Naturstig:** Natur, skärgårdsaktiviteter och storlagen utsikt över Kristinehamns del av Vänerna.
- **Öfölar:** Ornare ante fringilla egestas aliquam sit. Morbi donec consectetur pellentesque et tellus tempor suspendisse mi ac. Egestas sapien libero aliquet eu suscipit.

#### Sommarsaktiviteter

- **Kajlek:** Lorem ipsum dolor sit amet consectetur. Euismod donec platea volutpat facilisi senectus. 1,7 km
- **Bad:** Lorem ipsum dolor sit amet consectetur. Euismod donec platea volutpat facilisi senectus.
- **Båttur till Vålön:** Lorem ipsum dolor sit amet consectetur.

#### Vintersaktiviteter

- **Skridskor:** Lorem ipsum dolor sit amet consectetur. Euismod donec platea volutpat facilisi senectus.
- **Källbet:** Lorem ipsum dolor sit amet consectetur. Euismod donec platea volutpat facilisi senectus. 550 m

### För barnen

- **Picassojet:** Quisquam Pinnakventyrer är en digital utmaning för barn. Med hjälp av en mobiltelefon och sans skyltar tar du del av äventyret. Pinnakventyret passar barn från ca 6-10 år. Äldre eller yngre är självklart också välkomna att delta! Äventyret finns tillgängligt dygnet runt. Du behöver en mobiltelefon, i vissa fall en app med QR-kodsläsare, energi och fantasi.
- **Pyssebjörna:** Odio interdum et quis bibendum. Lorem aenean blandit tristique ultricies. Mauris nisi feugiat maecenas sollicitudin sit non. Mattis sit orci integer lectus purus vel rhoncus elementum.

Scan Me!

for more detailed information in multiple languages



Image above: Placement of sign

Image above: Information sign

# Information sign

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This informational sign is an extension of the Picasso Area webpage, featuring a **QR code** that links directly to the website. While the sign is written in Swedish, the QR code provides access to the same information in other languages. The sign includes a **list of activities and attractions** available in the area, tailored to different seasons. It offers a simplified overview of the information available online, with a **map clearly showing the visitor's current location** and the distance to each activity.

At the bottom, we have highlighted **activities suitable for children**. Currently, the Pirate Quest is the only formal activity for younger visitors, but it isn't appropriate for very small children. To address this, we propose adding a simple, easy-to-implement activity: a **craft corner**. This could be set up at Picasso's Veranda, where children can draw their own pictures, which could then be displayed on the website.

We suggest placing the sign **near the point between the statue, the parking area, and the restaurants**, making it easily accessible for everyone — whether arriving by car, bike, bus, boat, or other means of transport. This central location ensures that no one will miss it.

# Visitor Tracker

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The **Visitor Tracker** is our third idea and serves as an extension of our two previous solutions. By placing **sensors at the entrance of each location** within the area, the municipality can effectively monitor the number of visitors. The goal is to use this data to understand what works and what doesn't. What attracts visitors? Is it certain events? Is it the weather? What is popular, and how can we highlight it even more? In the long run, this data will be **crucial for the development of tourism** at Picasso Udden.



*AI generated image*

Although our solutions are yet to be implemented, they were well-received by Kristinehamns Kommun and Visit Värmland. We believe they have significant potential to enhance tourism in Kristinehamn and create a more engaging experience at Picassoudden. The project underscored the importance of understanding target audiences and the value of clear project boundaries in delivering effective solutions.

