

BRIDGE



SAMI AURORA 2.

Become a reindeer herder for 21 hours and stay overnight in an exclusive sled hotel in the Arctic Tundra!

Ilia, Nhi,
Veera

OUR TEAM



LAPLAND UAS
NHI LE NGUYEN
CHAU



LAPLAND UAS
VEERA
KUMPULAINEN



ITMO UNIVERSITY
ILIA ARDABEVSKII

PRODUCT

PRODUCT 1

21- HOUR
EXPERIENCE

Overnight stay in a sled hotel, the most
unique way to explore Sa mi i culture



PRODUCT 2

2,5 - HOUR EXPERIENCE

Reindeer sledding, Sa mi lunch and
photo shooting

47
RESPONSES
ON QUESTIONARY FOR
JAPANESE PEOPLE

INSIGHTS

- Culture, food, uniqueness
- Time with partners and families
- Northern lights
- Security first
- Other guests is not a problem



IDEAS

- Safety tools
- Language
- Culture to take home
- Ability to learn by doing
- Best comfort and quality

BENCH- MARKING



Sami Aurora 2.

..MORE IDEAS

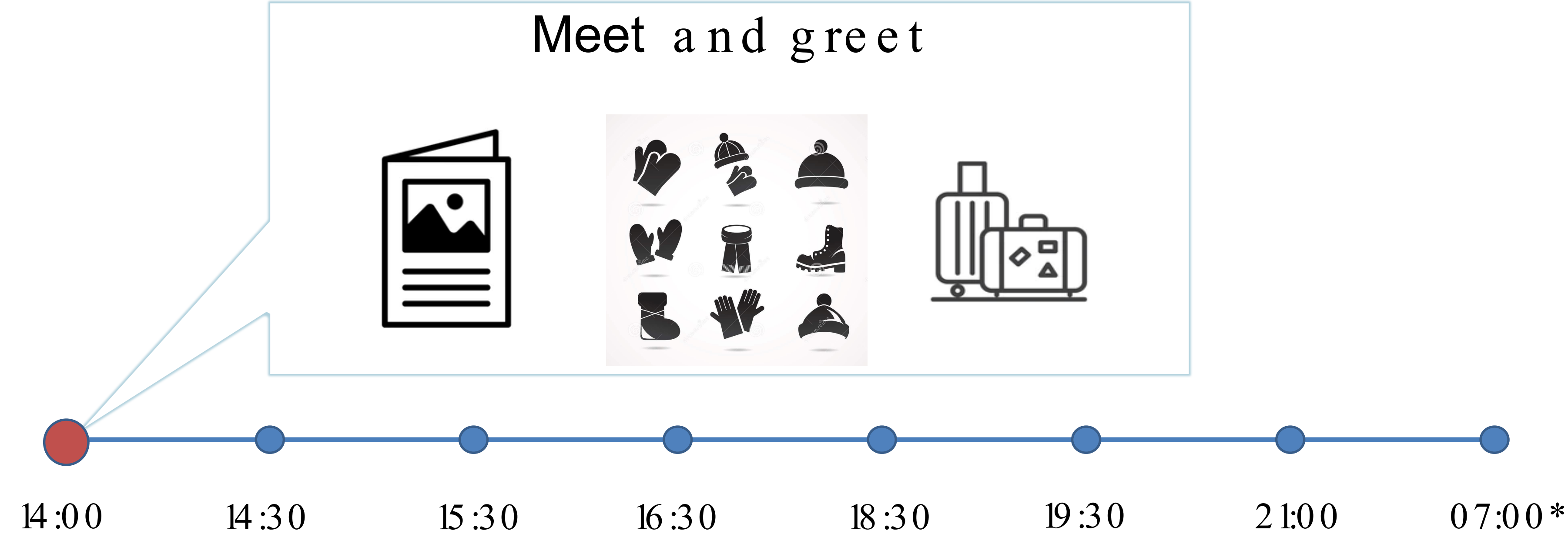
- Sled/pulk
- Snow drilling
- Sauna and ice-swimming
- Other little details

CUSTOMER JOURNEY MAP

- ① When (timeline)
- ② What (customer side)
- ③ How (company side)
- ④ Possible challenges
- ⑤ Ideas



CUSTOMER
JOURNEY
MAP



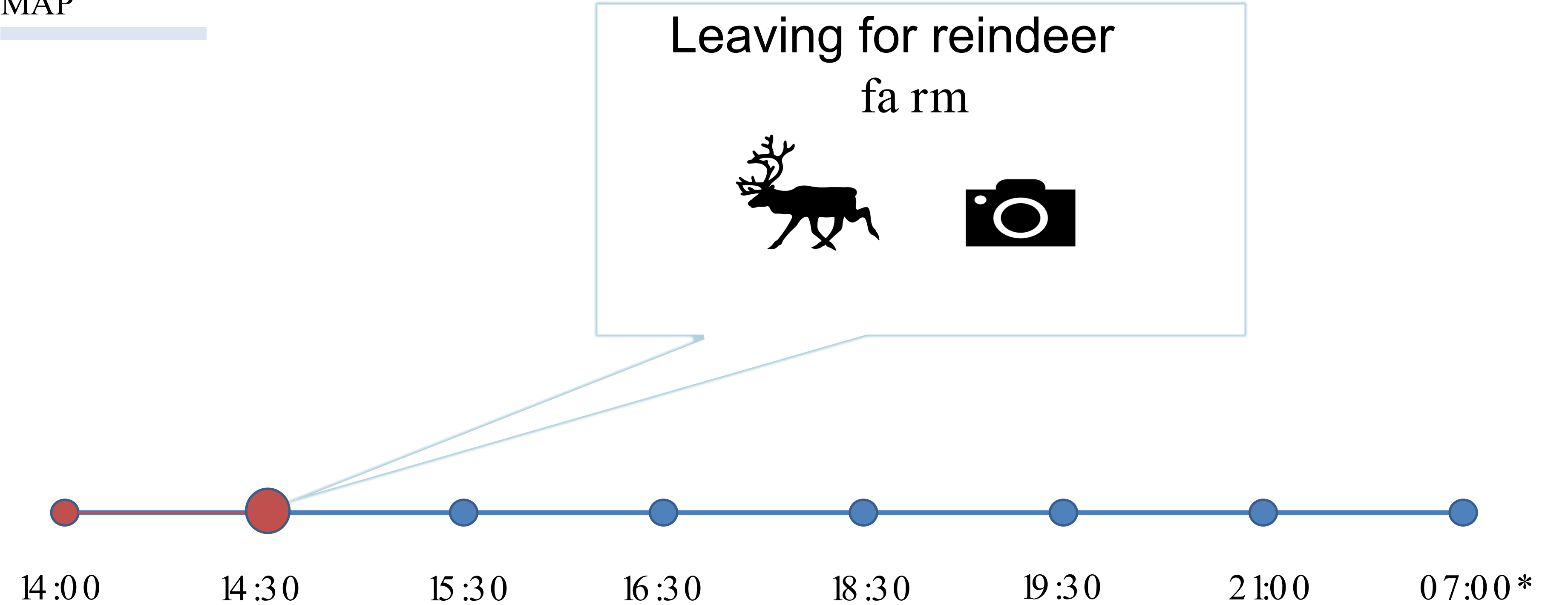
CUSTOMER
JOURNEY
MAP

Leaving for reindeer farm



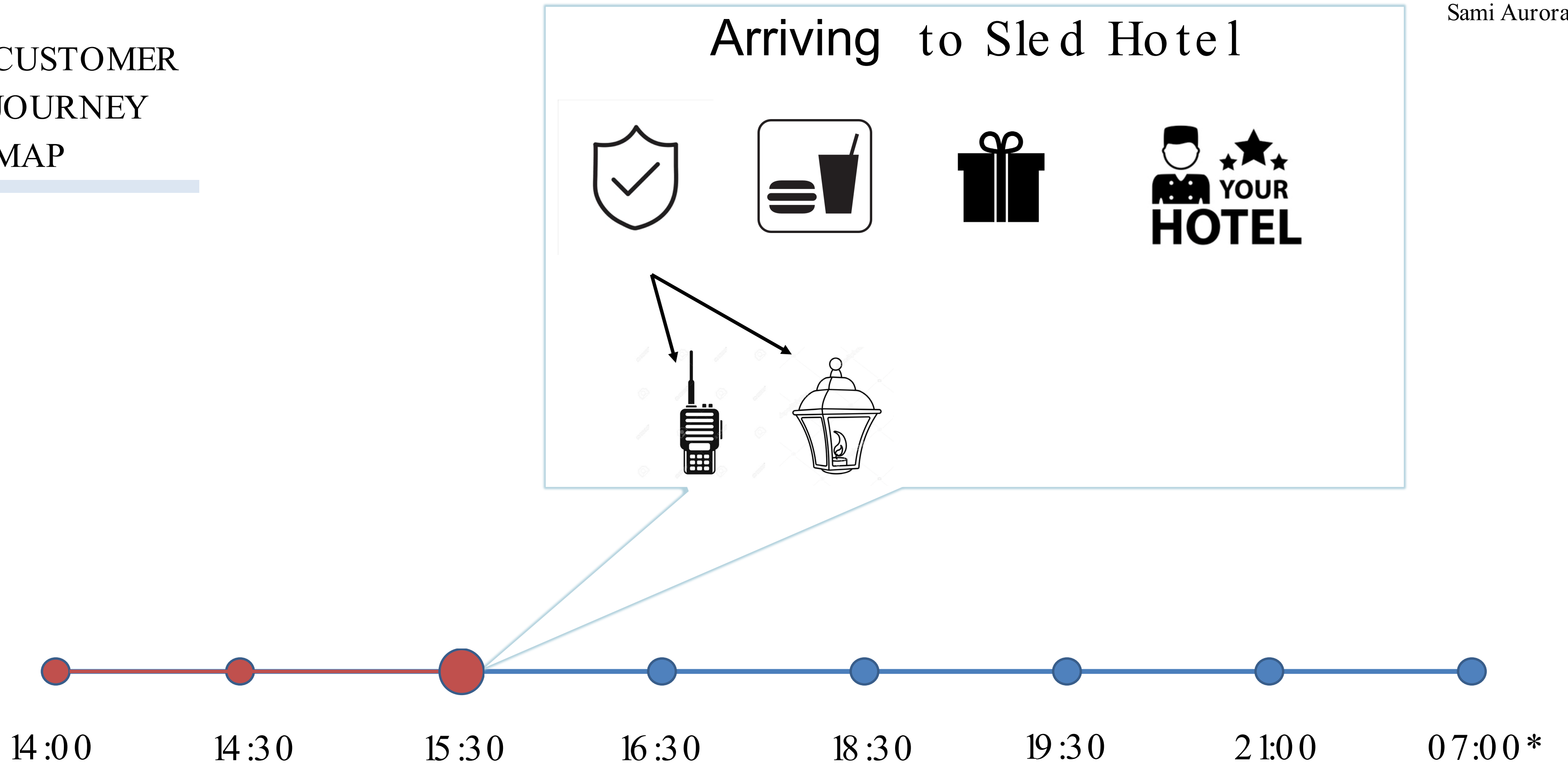


CUSTOMER
JOURNEY
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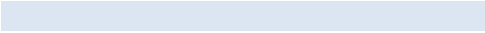


CUSTOMER
JOURNEY
MAP

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CUSTOMER
JOURNEY
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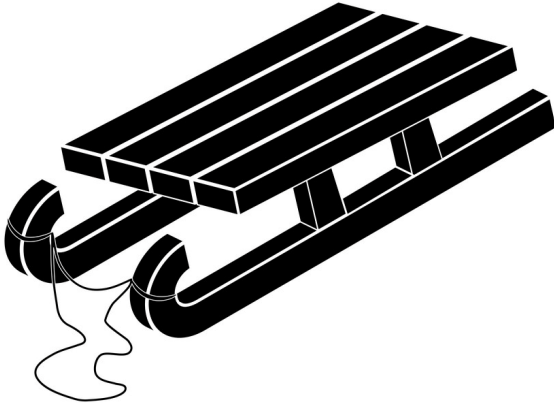
Outdoor activities



Lasso



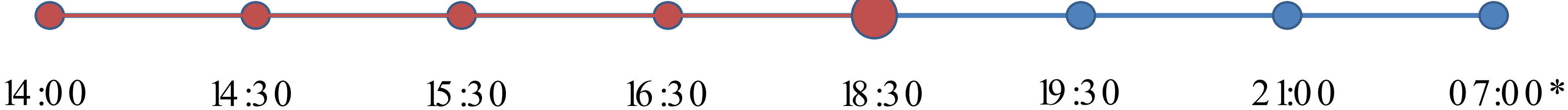




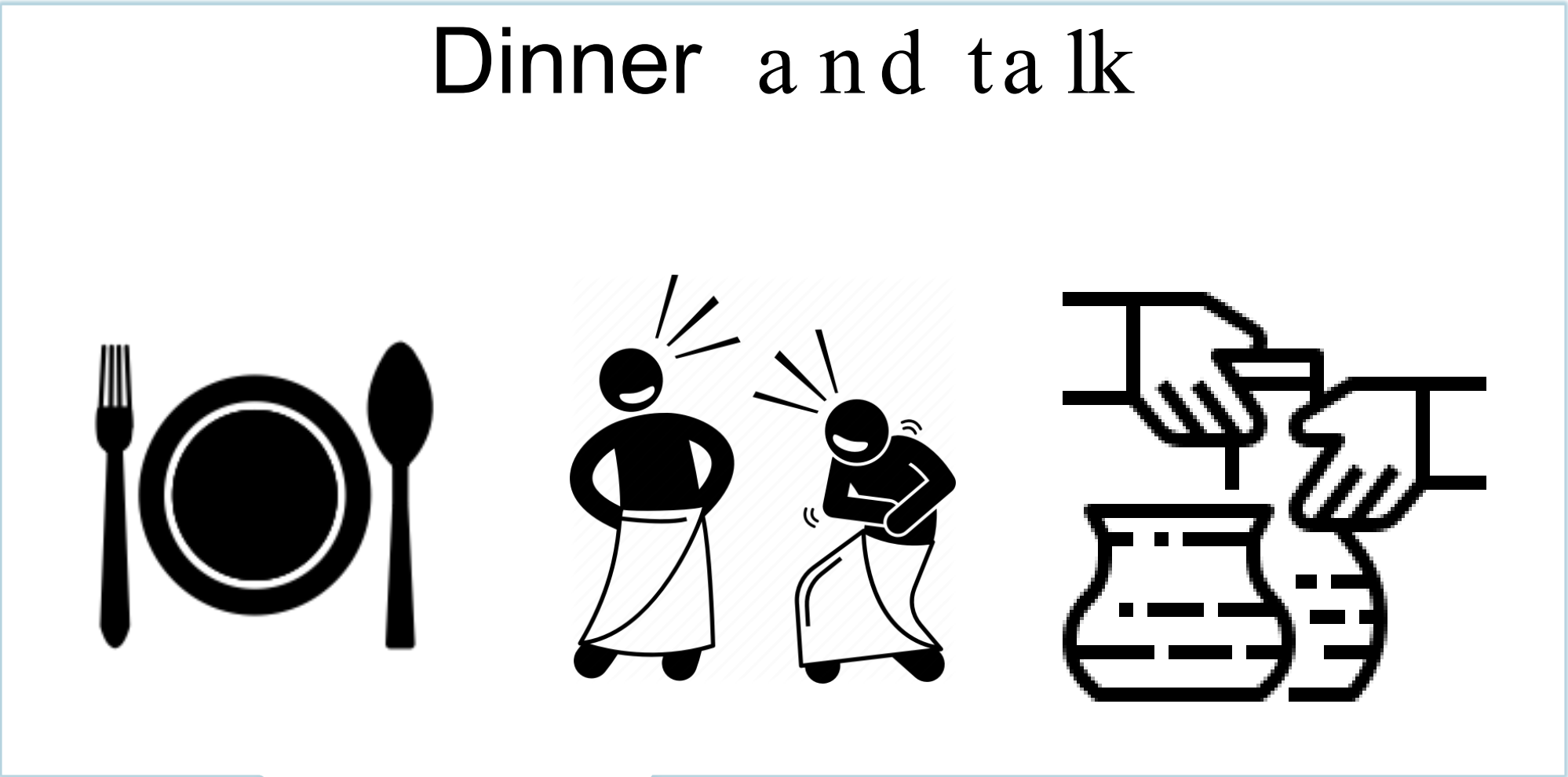




CUSTOMER
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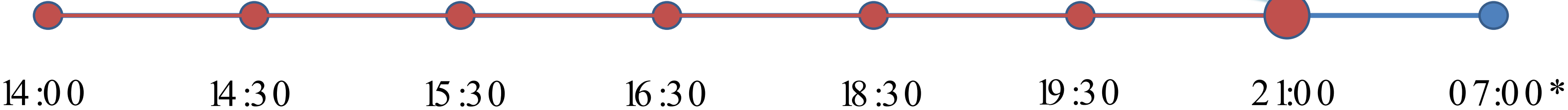
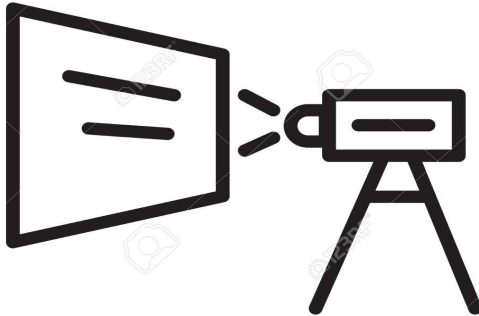


CUSTOMER
JOURNEY
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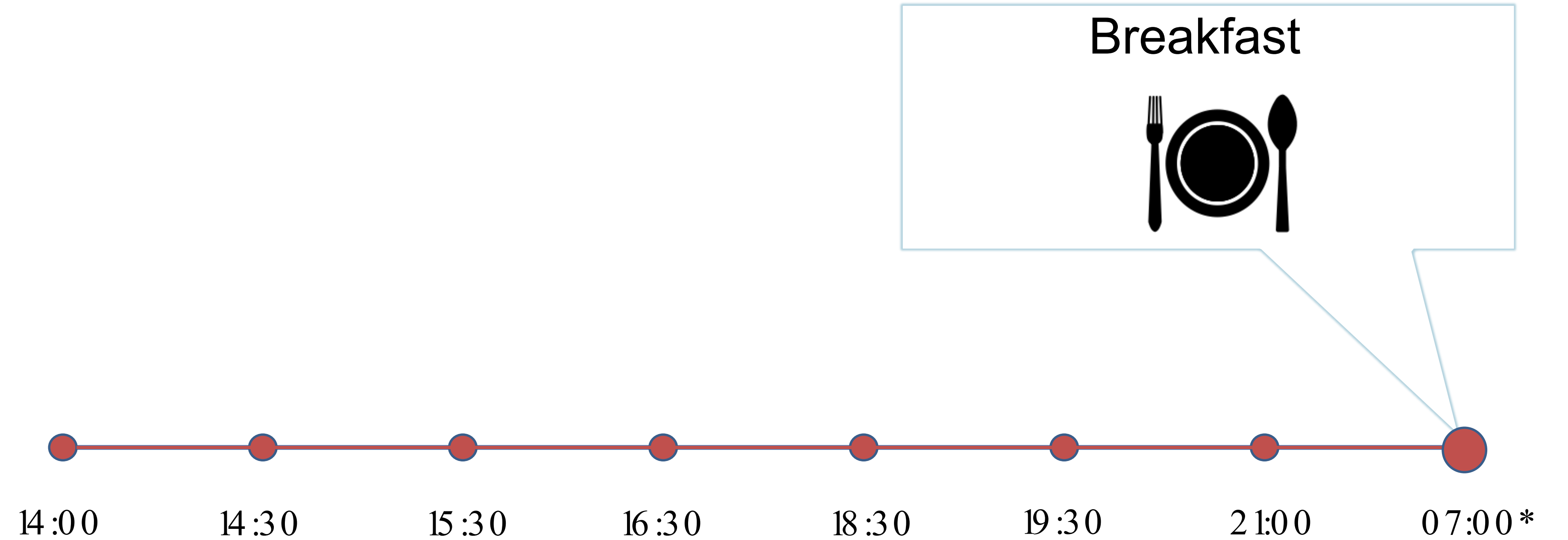
CUSTOMER
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Sleeping (optional extra activities)



CUSTOMER
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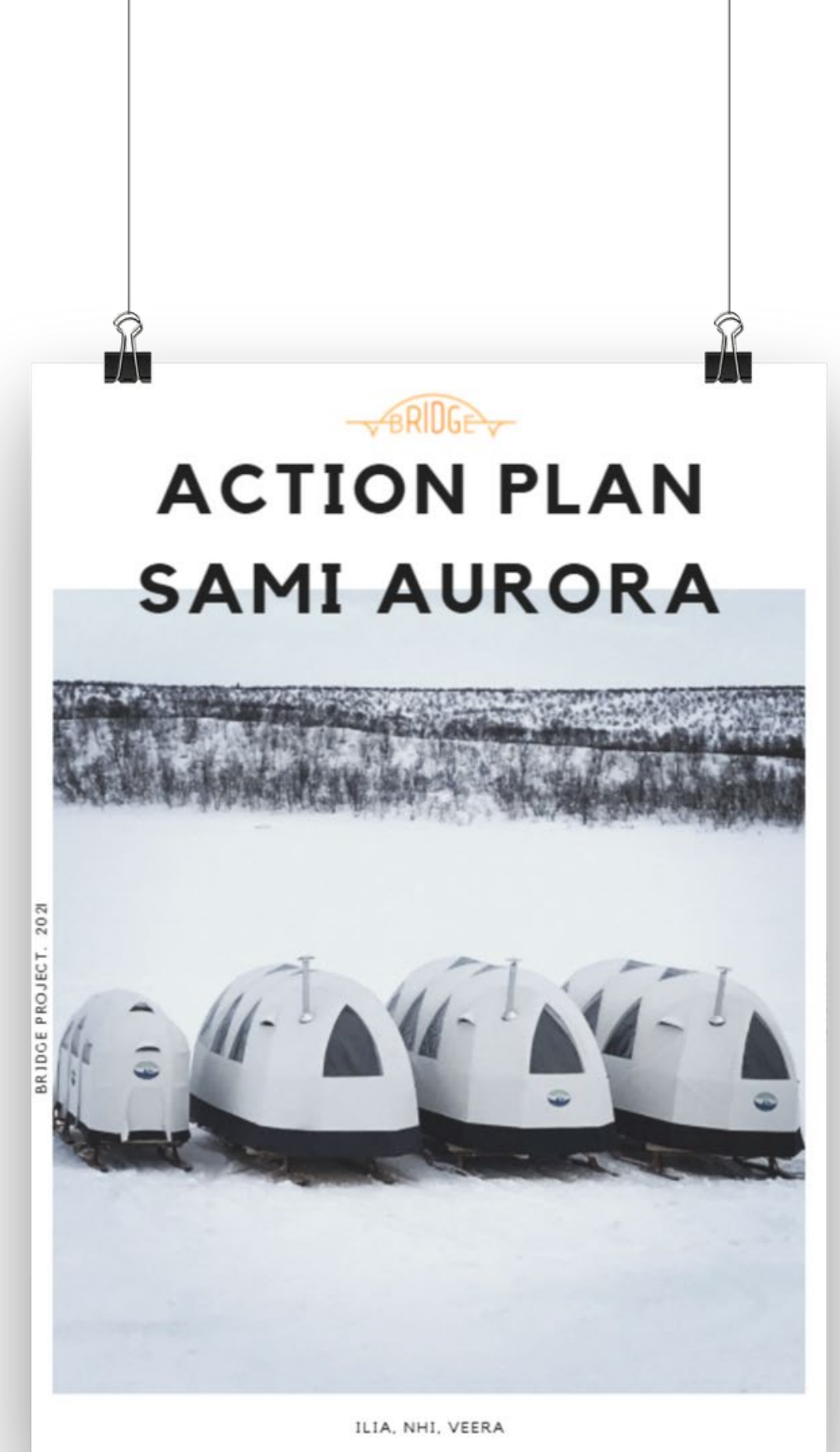
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ACTION PLAN

OUR ACTION PLAN INCLUDES

- ① Research insights and ideas to implement
- ② Complete Customer Journey Map
- ③ Detailed explanations of ideas



Thank you for your
attention!

/ ILIA, NHI, VEERA