

Team 6 project report

Team leader: Anastasiia Kochegarova

Team members: Eli Warren, Ilia Lebedev, Qing Yan

Case company: Visit Lyngenfjord

Introduction to the case

Visit Lyngenfjord is a destination company for the area around the Lyngenfjord in North Troms in the north of Norway. Visit Lyngenfjord's tasks are to develop, market, and sell tourism-based services. The company works for tourism companies located in and around the Lyngenfjord. Tourism in the Lyngen region shall be the most sought after in Northern Norway when it comes to sustainable experiences. By this, we wish to highlight the importance of sustainability for tourism in the Lyngenfjord region. Sustainable tourism for us means tourism that positively contributes to the local community: employment, conservation of nature, and local culture. The manifold cultures of both Sami and Kven traditions are blended into the Norwegian customs. This creates many possibilities to experience Northern Norway; be it nature, culture or a combination of the two. As a visitor you can experience this through the road signs in three languages, visiting historical sites and museums, enjoy a cultural evening at Ovi Raishiin, the outdoor theater Kyläpeli, the Kven festival Paaskiviikko or the sami festival Riddu Riddu.

The assignment

- Is our profile, content and communication in our SoMe channels coherent with our website?
- How can we improve our website and make it more user friendly and easy to navigate in order to increase sales?
- How can we increase the number of visitors to our website?
- How can we increase traffic from our SoMe channels to our website and convert it into sales?

Issues with Lyngenfjord found from their website was too much clutter, and issues with booking, contact support, and languages. We found that when booking tours, two issues accrued. The first issue was the fact some tours did not have a booking option. When booking other tours, the language was only in Norwegian, even when selecting the English option. When trying to pick a date to book, the icon for dates would not be accessible. We recommend that visitLyngenfjord form a layout where whats available pops up first, so the customer does not have to go through the process just to find out the tour is not available. The solution for this issue requires contact in customer support. This leads to the second issue we found. The current customer support is hidden in cluster at the bottom of the page. We recommend that the customer support and contact information be at the top of the home page, spread out and clearly visible for the customer.

We have two recommendations when it comes to changing customer support/contact information. The first change involves implementing a question queue that makes it more simple for both customer, and owner. The second part is programming artificial intelligence quick chat which has pre-written answers for basic questions to answer the customer instantly saving time for both customer and owner. Finally, we recommend to change the page layout to be very simple with less information on the home page but, have sub-topic links so the customer can get more information at their own pace. And only for categories their interested in. We also recommend to add extra language options.

In conclusion, we have got acquainted with the provided company and the task from the commissioner, during the analysis we found out the weaknesses and strengths, we conducted a research in order to find a solution to the set tasks with the help of additional information provided by the commissioner and open sources. Having analyzed all the information, we formulated our proposals for solving the problems, made a presentation for the participants of the project.